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May, 1950

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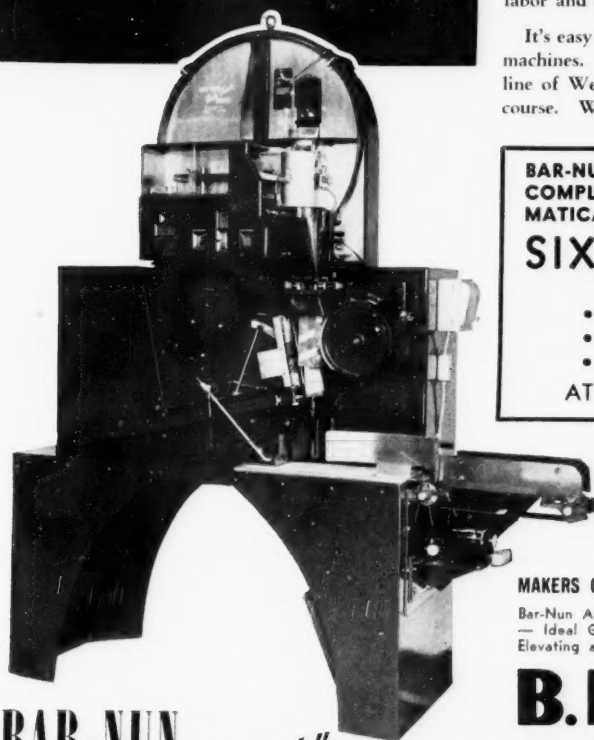


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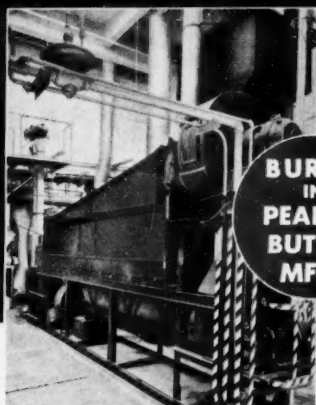




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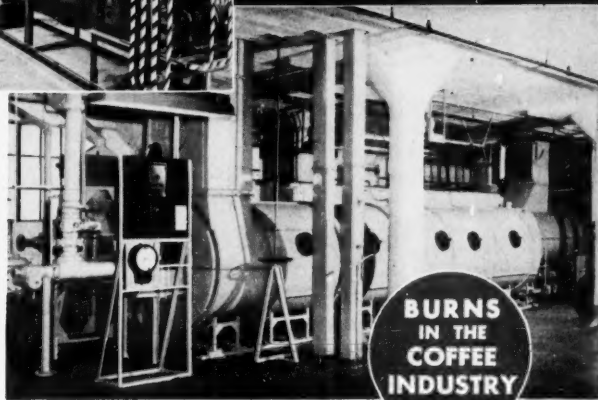


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MAY, 1950

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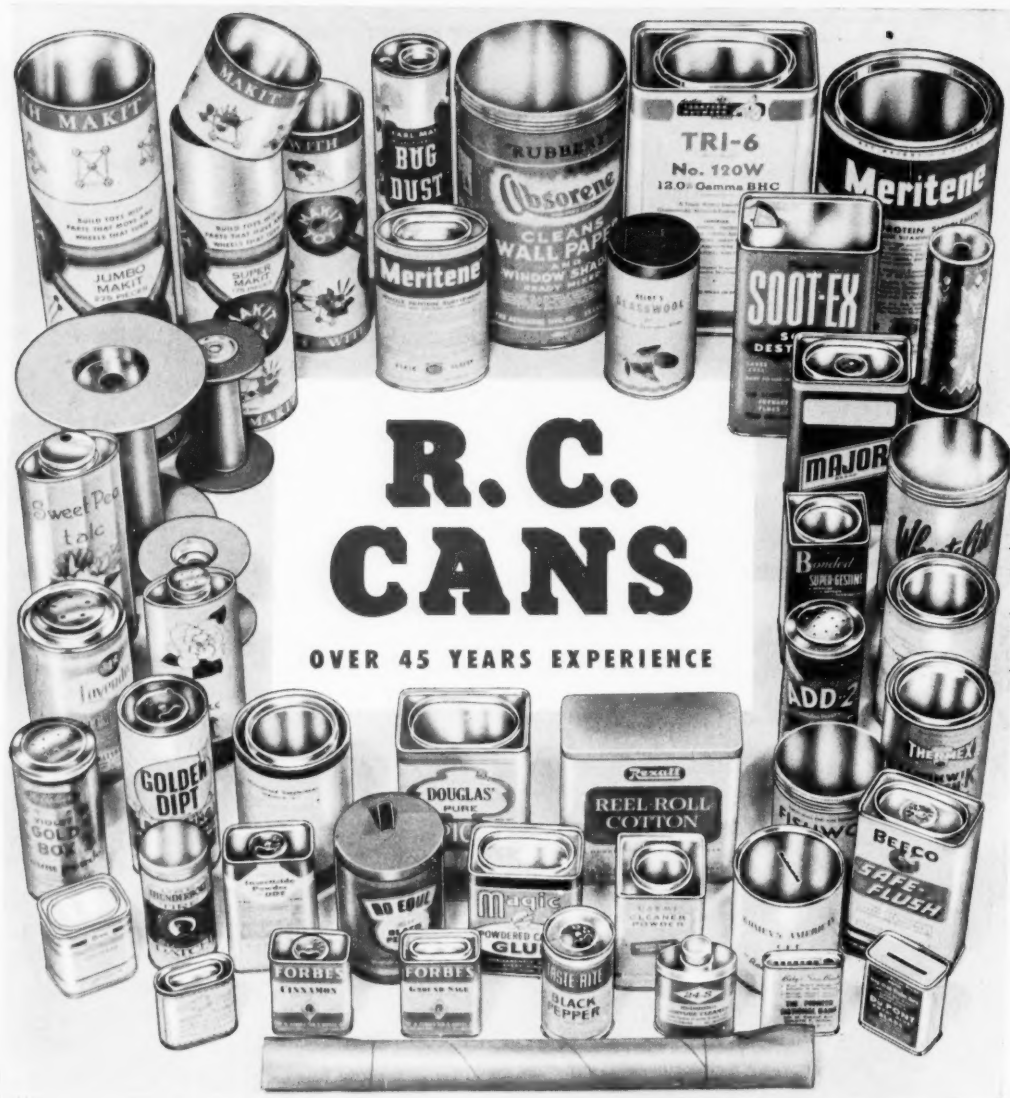
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### 1—TASTE TEST METHODS

"Flavors Improved, Sales Boosted through Organoleptic Tests" is the title of a reprint of an article by L. C. Cartwright and Robert A. Nanz, of Foster D. Snell, Inc., New York City. The article is an outline of the techniques and methods used by panels in flavor evaluations. Foster D. Snell, Inc., 29 West 15th Street, New York 11, N. Y.

### 2—BAG CLOSERS

Just issued is a new brochure which gives complete information about Union Special equipment for filling closed bags. Data is included on sewing heads, columns, tables, conveyors and accessories. A packer, knowing his daily capacity, bag sizes, weights and type of closure required can quickly locate in handy charts the exact equipment to fit his particular needs. Union Special Machine Co., 490 North Franklin Street, Chicago 10, Ill.

### 3—MODERN FILLING MACHINES

This illustrated, four-page folder describes various kinds of filling machines developed for today's packaging requirements. Among the machines are universal fillers, automatic auger feeds, automatic de-plex units, automatic tight wrappers and others. Stokes and Smith Co., 4900 Summerdale Ave., Philadelphia 24.

### 4 COFFEE, COCOA AND PEANUT MACHINERY

Pamphlets and circulars describing the low temperature process of roasting coffee which has been extended to continuous roasting machines for peanuts and cocoa beans; also circulars on machines for cleaning these commodities. A new brochure covers the "Thermal" process of roasting. Booklet on Granulators also available. Jabez Burns & Sons, Inc., 11th Ave. and 43rd St., New York 18, N. Y.

### 5—SHIPPING CASE HANDBOOK

Every user of corrugated or solid fibre-board boxes will want this handbook, prepared by the Fibre Box Association. Included are specifications, carrier rules—railroad, railway express, motor carrier, air cargo, parcel post—and other data. Copies are being made available without charge by the Robert Gair Company, Inc., 155 East 44th Street, New York 17, N. Y.

### 6—COFFEE MILL

A booklet describes a new type roller mill said to grind coffee in such a gentle manner that no heating of the coffee occurs to affect quality or flavor. Moore Dry Dock Co., Industrial Machinery Division, Foot of Adeline St., Oakland 4, Cal.

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MAY, 1950

73rd Year

Formerly THE SPICE MILL

Vol. 73, No. 5

# Coffee and Tea Industries

## and the flavor field

MAY 1950

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73rd Year

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Pioneer Publication in Coffee, Tea, Spice, Flavor



# It's Pebble Beach again for PCCA

1950 convention of Pacific Coast Coffee Association to hear U. S.

trade leaders, representatives  
of producing countries.

Recreation program readied.

By MARK M. HALL, San Francisco Representative  
Coffee and Tea Industries (The Spice Mill)

Del Monte Lodge, where the PCCA  
is returning for its 1950 convention



Again, Pebble Beach—most noted site in the West for beauty, golf and coffee conventions—is the place where, on May 15th-17th, the Pacific Coast Coffee Association will hold its annual rendezvous.

This convention should set a record for interest and enjoyment. Not only has Del Monte Lodge all the facilities for which it has been famous until now, but additions have been completed and improvements made.

While there, coffee men can reflect with satisfaction on the growth of their industry in the year just passed. In 1949 the trade on the Pacific Coast experienced one of the greatest inflows of coffee through its ports in its history. The total for San Francisco alone was \$70,000,000.

The trade can also take pride in the fact that a number of roasters and importers have within the year celebrated one hundred years of continuous existence. Descendants of the founders and representatives of these historic firms should add luster to the convention. They can also boast that the president of the National Coffee Association was chosen from among them.

Distinguished guests from many parts of coffee world will make their contributions to the event. Of course, the talent for entertainment found among coffee men will get full expression at the gathering.

The convention bids fair to break a record in attendance, judging from the reservations already in.

## Program

Monday, May 15th, the first day of the convention, calls for registration. It will be a time of greetings and renewal of old friendships. There will be an informal gathering in the cocktail lounge of the Lodge, followed by dinner.

Tuesday, May 16th, in the morning, the annual meeting of the association will be held. President W. A. Ehrhardt will address the convention and introduce speakers and distinguished guests. In the afternoon the qualifying round of golf will take place, and at night the Calcutta Pool, with some of the association's own talent performing.

Wednesday, May 17th, the golf tournament is scheduled for the morning, with baseball in the afternoon. A formal

stag finale will include a cocktail party, then the banquet, with entertainment during and following this climax event.

Piloting the entertainment committee is the traditional leader of that important field of convention activity, John Roddy, of E. A. Johnson & Co. His assistants are W. V. Lynch, of W. R. Grace & Co., and E. L. Shaw, of Hills Bros. Coffee, Inc. Mr. Roddy, recognizing the talent in the association, is giving the boys who won fame at the Christmas party of the San Francisco club, a chance to do their stunts. He has also chosen a troupe of professional entertainers, and if his judgment is up to standard, it should include some very attractive female artists.

Eugene Heathcote, of the S. F. Pellas & Co., is chairman of the baseball committee, which includes J. Fitzpatrick, of Ortega and Emigh, Inc., and G. W. Riley, of Farmer Bros. According to Mr. Heathcote, the green men are determined to overwhelm the roasters this year and wipe out the record of a tie last year. He hints he will use everything he has in skill, as a one time semi-pro for Folger's, to beat his old associates among the roasters. Other talent includes the association's star catcher, E. B. Regan, of the Major Products Co., Joseph G. Hooper, Jr., will umpire as usual.

The Calcutta Pool is a traditional feature of the convention. It helps to stimulate the players, and gives everyone a chance to share at winning scores. Chairman of the committee is L. C. Levy, of J. Aron & Co., Inc.; E. A. Johnson, Jr., of E. A. Johnson & Co.; W. Nickelmann, of the S. F. Pellas Co.; and W. J. Morton and W. Hughs, of Haas Bros. When Levy was interviewed he modestly stated that the Calcutta Pool is the high point of all coffee conventions, and this one will be even higher. He added that for those in San Francisco, who have had their favorite bookie intimidated by the vice squad, there will be a chance to wager a few dollars with impunity.

The chairman of the golf committee is Weldon H. Emigh, of the firm bearing his name, assisted by C. E. Mack, of the E. B. Ackerman Co.; R. Hills, Jr., of Hills Bros. Coffee, Inc.; and R. R. Quinlan, of B. C. Ireland, Inc.

H. F. Gavigan is chairman of the resolutions committee. Members are W. O. Granicher of Leon Israel & (Continued on page 36)

COFFEE AND TEA INDUSTRIES



# Good relations in trade eased crises

Members of the Pacific Coast Coffee Association are looking forward with extreme interest and considerable pleasure to the 19th annual convention, to be held at the beautiful Del Monte Lodge, Pebble Beach, California, on May 15th, 16th and 17th.

The completion of two new wings, under construction at the time of our last annual convention, increases accommodations at the Lodge to include practically all the allied industries, thus eliminating their five mile commute of last year to the Pine Inn at Carmel.

As a whole, the year 1949 smiled favorably upon the coffee industry on the West Coast, registering an increase of 260,136 bags of green coffee, imported through



By **JOHN J. BEARDSLEY,**

*Executive Vice President  
Pacific Coast Coffee Association*

Pacific Coast Ports over the previous year, which in itself represented an increase of 138,111 bags, compared with the total receipts of 1947.

The really dark feature of 1949 was the costly warehouse strike of July, which closed practically all San Francisco roasters for several months. However, in many cases, a state of complete paralysis was averted as a result of arrangements made with roasters in other cities up and down the Pacific Coast, which allowed them the use of their facilities during the strikebound period.

The above crisis again exemplified the splendid relationship that exists among the members of our coffee industry, and the Pacific Coast Coffee Association should feel justly proud in having been instrumental in creating this genuine goodfellowship.

## New factors should spark lively discussion

Southern California members of the Pacific Coast Coffee Association anticipate another successful meeting this year at Del Monte Lodge, Pebble Beach, California on May 15th, 16th and 17th — the site and time of our 19th convention.

Every year, at convention time, we look forward to our annual meeting, not only to hear reports as to the affairs of our association, but also to renew personal friendships and business acquaintanceships.

Changed conditions, resulting from drastically higher price levels now prevailing, will of themselves cause many interesting exchanges of ideas among our members attending this year's convention, something which should be of benefit to each and every one.

A review of the year since our 18th annual meeting, now drawing to a close, reveals that our members have successfully solved problems which, in all probability, would have appeared highly insurmountable had they been known a year ago!

The need to roast competitors' requirements because of strike-bound plants . . . financial problems caused by practically doubled raw material costs . . . problems of maintaining "quality blends" despite inferior deliveries from sources of supply . . . late deliveries caused by floods and transportation difficulties . . . problems of smog control . . . all these and other problems have been successfully solved by and among our members, through cooperation.

Previous conventions have contributed immeasurably to creating this excellent cooperation, and we have every reason to believe our meeting this year will play its part in continuing the cooperative spirit in our industry.

In Southern California we have witnessed several changes in, and additions to, the personnel of our member firms during the past year. We take pleasure in introducing to other members the following new faces: George W. Smith, Jr.,

By **CHARLES E. MACK,**

*Director  
Green Division  
Pacific Coast Coffee Association*

and Fred Hartley, with Haas, Baruch & Co.; Victor J. Cain, with Wm. J. Morton, Inc., Donald W. Dunn, with the Otis McAllister Companies, and Walter T. Chapman, with the E. B. Ackerman Co., Inc.

We also take this opportunity to send greetings and best wishes to the coffee industry in all other sections of the country, and invite everyone to look us up when visiting Southern California.

### **Quicker way to measure caffeine in coffee, tea is developed by Nestle**

A new method for determining caffeine content, requiring only 15 to 25 per cent of the time needed for the standard A.O.A.C. method, was explained at the recent national meeting of the American Chemical Society by R. S. Bower, A. D. Anderson and R. W. Titus, of the Nestle Co.

The method is applicable to green, roasted, and decaffeinated coffees, soluble coffees and coffee products, soluble coffees and coffee products, soluble decaffeinated coffees, tea leaves, and soluble tea products.

The sample is mixed with aqueous magnesium oxide, and the caffeine is extracted with water by the aid of a vacuum filtration technique. The filtrate is acidified with sulfuric acid and reduced in volume by boiling.

The caffeine is next extracted with chloroform, which is placed directly in a Kjeldahl flask. The chloroform is then distilled and caffeine is determined by the Hengar technique for the Kjeldahl procedure.



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# West Coast coffee trends

By MARK M. HALL, San Francisco Representative  
Coffee and Tea Industries (The Spice Mill)

In the last few months there has been a reversal of the activity which characterized the coffee market last fall and up to the turn of the year, but the fundamental conditions which brought about the activity and rise in prices remains the same. This seems to be the considered opinion of roasters and green men alike in San Francisco. Up to the date of this writing, the market has been dull, and that of course can be said for the country as a whole, but there are certain local variations and events which have occurred since the last Pacific Coast Coffee Association convention, peculiar to this area which we hope in this article to pin point.

## Strikes

Again it can be said that strikes were the most troublesome condition which coffee men had to face in San Francisco. In 1948 it was the longshoremen's strike. In 1949 there was a warehouse strike which lasted from June 16th to October 13th. Later there was the Hawaiian dock strike, and at the time of this writing A.F. of L. warehousemen are picketing warehouses covered by CIO contracts in a jurisdictional quarrel. Some of these establishments are packers of tea and coffee.

These strikes brought about serious dislocations of the coffee trade. Roasters found it necessary to carry on their operations in plants outside of San Francisco. This increased the cost of operation, to say nothing of the many annoyances which went with it, and brought great financial loss to many of them. For example, S. & W. announced in the local press that as of April of this year they will resume dividends on the common stock suspended during the warehouseman's strike. The importers of coffee did not suffer in comparison because they were taking orders for coffee to be rerouted through open ports to outside San Francisco operations and to replace coffee tied up on the docks.

## Consumption

Green men and roasters are still trying to solve the riddle of consumption. They are faced with a lessened demand, but the optimistic are still clinging to the theory that hoarded stocks are responsible. Most roasters and importers, however, seem to have concluded that consumption is off, that the housewife and her family are still drinking coffee, but she is a little more careful about the extra cup and the strength of the brew . . . and serves a cup of tea now and then in place of coffee.

It is in the vacuum-packed coffee that the effect of the change in public buying is felt the most. Hoarding was more logical here, because it was the type of coffee pack which would keep without deterioration, and the quality which would be sought by that segment of the public well able to lay in a supply. However, it is evident that there has been some changeover to the bag and to the cheaper grades. One roaster estimates that the vacuum-pack is off 20 per cent, and there has been an increase in the bag business.

This trend is all the more noticeable on the Pacific Coast because the consumption of vacuum-packed coffee is greater



The P&T Pathfinder under the Golden Gate Bridge.

per capita here than in the East. There seems to have been no tendency on the part of the roasters to cheapen their pack, or to go into the bag business where they did not already have the equipment for that purpose.

## Prices

Contrary to what some politicians may think, high prices are not desirable to green men or to roasters, according to the opinion of some of them. One green man said that when business was booming high prices were the worst thing that could happen to the industry. A roaster later said that they have to work on a lower margin of profit, to say nothing of smaller inventories of coffee. Furthermore, packers are confronted with public opposition, sometimes even expressed in letters sent to them by complaining housewives. Intense resistance was encountered at the 80 cent level, and it was claimed that the United States market would be threatened if high prices continued. The spread between the chains, with their special packs and bag coffee, and the independent and standard brands was not so great here as in the East, because of local strikes in the chains tended to make prices hold to better levels.

## Spot market

From the beginning of the coffee industry, the West, and principally San Francisco, have drawn largely on Central American coffees. This trend has persisted to the present day. It is only in comparatively recent years that the East has developed a taste for the milds, and has begun to draw on them in increasing amounts. New York has always been more familiar with Brazils.

When the market was very active last winter, Eastern demand for milds often resulted in out bidding of the Westerner. However, since the recent dullness and slackening of demand, the stocks on hand at roasters and importers, who suddenly found their flow of coffee backing up, has resulted in the spot market being weaker for milds in San Francisco than in New York. The reverse is true for the Brazils in New York. It is also reported that the spot market in San Francisco is often lower than the cost of replacement.

The strength of Brazils in relation to milds, as opinion goes, is due to the greater tendency of Brazilian exporters to hold for later sale in the face of known shortages. It

(Continued on page 25)

# PCCA greens see industry on sound basis

By **JOHN J. RODDY**, *Director  
Pacific Coast Coffee Association  
Green Division*

Once again the Pacific Coast coffee trade is returning to their favorite meeting place at Del Monte Lodge, Pebble Beach. Having enjoyed the wonderful hospitality of the Lodge in previous years, the conventioners will arrive from all over the Coast anticipating another enjoyable and worthwhile meeting — and they will not be disappointed.

The combination of the golf tournament, the baseball game and the annual dinner as the concluding affair will amply cover the lighter side of the activities, while the business meetings will give the fullest attention to the problems now facing the industry.

The steady increase in the number of consumers on the Coast, combined with the relatively high per capita income, leads us to the conclusion that our industry has a sound basis for a steady growth, despite the problems which may beset its progress from time to time.

The Pacific Coast Coffee Association will welcome visitors from all parts of the United States, as well as representatives of the producing countries, at the convention . . . and we hope they will enjoy a pleasant sojourn at Del Monte.



## Price rise, readjustments will be convention topics

By **WELDON H. EMIGH**, *Director  
Pacific Coast Coffee Association  
Green Division*

Everyone connected with the coffee industry on the Pacific Coast looks forward to our annual gathering at Del Monte in May with a great deal of anticipation, from a business standpoint and particularly for good fellowship.

The conventions since the war have been almost without any serious trade problems for discussion. Consequently, much of the time has been devoted to pleasant group gatherings and activities, all of which are a large part of the success of our conventions.

There is always, of course, the need for open discussions of the problems confronting the industry, and it is most gratifying to see a group of men in various phases of the industry discuss, and invariably agree upon, solutions to problems in a straightforward and cooperative manner. The



spirit shown in our business meetings at conventions brings in very clear focus the excellent caliber of the individuals who make up the coffee industry.

During the latter part of 1949 we witnessed a phenomenal market advance and subsequently a leveling off, and I dare say that there are details in connection with the rapid advance and also the readjustment period which will come in for discussion.

The spotlighting of the increase in coffee prices, particularly through senatorial publicity, could possibly be a topic for much deliberation; but I am sure that, as usual, a satisfactory program for taking care of such matters will be accomplished during our gathering.

The spirit of fellowship will be much in evidence at this 1950 convention, just as it has been since the first gathering many years ago, and we again invite our distinguished visitors and guests to partake of our hospitality.

## Coffee trade has licked problems in past — and will do so today

By **EUGENE T. HEATHCOTE**, *Director  
Green Division  
Pacific Coast Coffee Association*

It has been said that the last quarter of 1949 and the first quarter of 1950 had its share of complexities. There are those who would say this is clearly one of the understatement of the times. These six months were so hectic, harrassing and sometimes frustrating that one wished one could duck it all, and go to sleep until the steam had blown off and things had rationalized.

But sleeping for such a length of time would be unconventional—which, of course, you wouldn't want to be, would you?

So, instead, I would suggest you buy a good, big, thick history book of past events in the coffee trade, if such a thing exists, and read it through. You would probably discover that the trade in days past had insurmountable difficulties, that everything seemed out of joint, that a restored semblance or order was impossible, that the whole thing was going to the dogs . . . and to the lowest form of dogs too.

After investigating the past, you would probably feel better. In fact you would probably think you could put up with things another day or two, maybe even another season. That is what they thought and did in those days, and it is probably the reason we are one of the leading industries in the United States today.

So let's forget about government agencies, scarcities, speculators, probers and the likes, and try to offset unfavorable publicity by greater efforts to gain consumer

(Continued on page 36)





Wind-up hole,  
gold course at Pebble Beach

# *Saluting*

the Annual Convention

**PACIFIC COAST COFFEE ASS'N**

May 15-17, 1950

... Del Monte Lodge, Pebble Beach, California

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to all the trade and  
guests for a very suc-  
cessful convention.

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•

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# Pacific Northwest marks coffee progress

By ROYAL A. FREW

*Regional Vice President for Washington  
Pacific Coast Coffee Association*

It is generally accepted that in American business today modern firms cannot remain static. They must either go forward or backwards.

In the great Pacific Northwest and specifically as regards the coffee trade, this old axiom has held true since our last report in this same publication one year ago.

Most of the year has been strike-free and coffee shipments have been flowing in normally. Business, we believe, has picked up, except momentarily, for most of us.

In addition to the fact that all of the concerns have undergone refurbishment of their wartime selling policies, the population in the area is increasing steadily, solidly.

Seattle, Tacoma, Everett, and Spokane support 11 coffee roasters and four green coffee brokers maintaining local residence. The balance between sellers and buyers appears properly proportioned.

The Washington regional membership of the Pacific Coast Coffee Association has undertaken a reasonably large number of projects, several of which have been successfully completed.

Outstanding among these projects was the successful establishment of a specification for coffee to be sold to State of Washington public institutions.

Upon the establishment of this service, which incidentally is provided to the State of Washington at no charge, the following benefits accrued:

1. Better Coffee.
2. Technical judging at time of awards.
3. Policing of deliveries to the institutions.
4. Educational benefits to the end that public service agencies can and do effect greater economy by buying higher quality coffee.
5. Growing prestige for the association and its aim of



protecting the industry as a whole in all ventures.

Industry-wise, most of the producers are keenly tuned to the growing potential of our area as regards consumption of coffee and seem to be making every effort to combat roaster competition from outside the region.

Opening up of export trade to Japan, which having not as yet borne too much fruit, will become a definite volume factor in the ensuing 12 months. The restrictions on export to the Philippines has been felt, but this situation is being ironed out and the outward flow should begin again shortly.

The year saw establishment of a Free Trade Zone in the port of Seattle which, of course, does not aid the coffee trade to much of an extent, but which can be classified as a further development along the lines of belief in the future of this fine country.

Last year, through the medium of this publication, we encouraged all who might be traveling our way to pause while here and let themselves be known.

To this date approximately ten coffee roasters from other sections have visited here and have contacted the association offices. We extend the same sincere invitation this year, to wit: Let yourself be known and ye *shall* be received.

## **Set up new coffee roasters' association in Southeast**

A formal organization of coffee roasters in the Southeast is being formed at the initiative of National Coffee Association directors in that territory.

A meeting to set up the new association was held in Atlanta, Georgia, on April 21st and 22nd. Invitations were sent to all coffee firms in the territory south of Washington and east of the Mississippi.

## **At last—left-handed coffee cups!**

Left-handed coffee drinkers have been recognized. The Onondaga Pottery Company disclosed it has received an order for 300 "left-handed" cups for the Pump Room of the Ambassador East Hotel, Chicago. The southpaw cups, said Edwin R. Hinrichs, director of products design, are part of an order for new china for the hotel.

To make the cups left-handed, he explained, the crest will be imprinted to the right of the handle so it will face the drinker.

## **GOOD WISHES TO P.C.C.A.**

*In the spirit of the occasion of the annual convention we offer the following Recipe from "The Complete Confectioner" by Frederic Nutt, Esq., fourth edition, published 1807.*

**No. 242. Coffee.** FOR four bottles of brandy, take one pound of coffee in powder, the very best Turkey; a little salt, two cloves, a little cinnamon; then mix altogether for twelve hours before you distil it; two pounds of sugar, two bottles and half a pint of water clarified with whites of eggs, filtered through the paper.

**Compliments of JOSEPH G. HOOPER JR. CO.**

CUSTOMS CLEARANCE OF COFFEE  
THROUGH THE PRINCIPAL UNITED STATES PACIFIC COAST PORTS  
(In bags of 60 kilos. Compiled by Joseph G. Hooper, Jr., Co.)

	San Fran.	L.A.	Seattle	Portland	Totals
1949	1,977,117	761,193	203,918	133,978	3,076,206
% of Total	64.3	24.7	6.6	4.4	100
1948	1,730,435	593,143	194,803	97,043	2,615,424
% of Total	66.2	22.7	7.4	3.7	100

(Portland's 1949 increase over 1948 consisted almost entirely of Brazilian coffees, some of it for the U.S. government. In 1949, 51,130 bags of Colombians were imported through Seattle, against 22,216 in 1948; some of this was for the U.S. government.)

## Coffee is San Francisco's biggest import, second largest of all industries

It was one hundred years ago that the first cargo of coffee arrived in the Port of San Francisco. Today the city is the third largest coffee port, exceeded only by New York and New Orleans, reports Mark M. Hall, San Francisco Representative of Coffee and Tea Industries (The Spice Mill). It is the most valuable single import arriving here from foreign countries and the second largest industry in San Francisco, exceeded only by the printing and publishing business.

A higher percentage of green coffee entering the port is roasted here than in New York or New Orleans. There are 26 coffee packers and about an equal number of importers, many with offices in other parts of the world. The vacuum pack and other improvements in coffee processing originated in San Francisco, and there are several large firms doing a national business.

The value of coffee imports rose from \$59,000,000 in 1947 to \$65,000,000 in 1948 (the year of the port strike), and in 1949 increased to \$70,000,000. This compares with a total U. S. coffee import valuation in 1949 of \$793,432,271.

The 1,979,575 bags imported into the San Francisco customs district in 1949 was nine per cent of the total United States imports of 22,051,047 bags. Other important centers in 1949 were New York with 9,656,445 bags, New Orleans with 5,374,820, Galveston with 1,351,553 and Maryland with 1,017,588 bags of green coffee. Los Angeles was sixth with 761,191 bags.

The leading sources of San Francisco's imports of coffee are, in the order of their importance: Brazil, Colombia, El Salvador, Costa Rica, Guatemala, Mexico and Honduras.

Brazil and Colombia supplied over 60 per cent of our imports of coffee in 1948. About 9,000,000 pounds of roasted coffee were exported through the San Francisco customs district in 1948. These shipments, valued at \$3,259,372, were half of the United States total, valued at \$6,290,847.

### France buys sterling coffees, mostly Indians

France has bought a small quantity of coffees in sterling, principally Indians, and is likely to buy more Brazils soon.

MAY, 1950

## Insure Quality with HOOPER BRAND TYPES Fine Guatemala Coffees

TOWER — Strictly Hard Bean  
TEXAS — Hard Bean  
SAVOY — Semi-Hard Bean  
PLAZA — Extra Prime  
MIAMI — Prime  
CLIFT — Extra Good  
DRAKE — Good  
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# "Let grower hold four kings for a few seasons"

Says coffee planter has sat in on losing game of poker for five decades. But if he raises too many times now, world's housewives will call his bet.

By **BENJAMIN J. OLDER**, *First President*  
*Pacific Coast Coffee Association*

Our convention will again take place at Del Monte, California. Since our last meeting, the Lodge has been enlarged by two new wings with plenty of rooms, so we may keep our steamship, and allied-trades friends with us at headquarters, thus depriving these sports of any excuse for hanging around Carmel — where they had to room on previous conventions — until closing hours and later. Much later.

The new rooms at Del Monte Lodge are as modern and attractive as one could desire, and if you are a reader, or a fireside body, they put a log fire in your room, and there you can sit, slippered and warm, studying the Enormities of the Administration Democrats. I doubt, though, if any of our conventioners will use these crackling fireplaces. I am judging the future from the past.

Perhaps I shall get myself a wood fire, some ice and trimmings, listen to the surf and the breeze in the pine trees, and go over the stupid doings of the Gillette Committee in their examination of coffee prices. I am tempted to write the senator to lay off. Many years ago, during a high-price flurry, I wrote to the president at Washington asking our government to let coffee prices alone. The letter was coldly acknowledged, but may have done some good.

Coffee *is* high; but summer squash sells for 45 cents a pound as against 15 cents a few years ago. Coffee may be very high, but so are Cadillacs and shoes and sealing-wax. I have no statistics here; this is written in Death Valley, with office papers far away and long ago, and the Funeral Range and the Panamints clear and hot and bare and beautiful.

After 50 years in the coffee trade, it seems to me that Coffee Prices have been too low over the major part of five decades, with many small planters, and some large ones, losing their estates or laboring under the dark cloud of high interest mortgages. Now that the planter rides prosperously, after years of trouble, our Senate is on a futile expensive, and hostile investigation. They had much better investigate the excessive cost of paint and plumbing. Paint is so high that even the painter is blushing, and plumbers ask you to put off the job until things get cheaper.

Let's have a prosperous planter who, after years of disastrously low markets, now well deserves a few seasons of good profits — which will be immediately reflected in our exports. I think 99 per cent of the planters never hoard

money (though may be forced to at \$75 a bag) but his enormous surplus will now go for imports, trucks, tractors, shirts, playing cards and pianos, and his prosperity will run down throughout the population to the last day laborer.

The planter has sat in on a losing game of poker since 1898 and before. Well, let him have the fun of holding four kings for a few years. If he raises too many times, the world's housewife will call his bet and beat him, and he will beat himself finally, planting and fertilizing like mad. He is all for restricting planting in other places, never on his own finca.

I seem to have gone off the deep end in this article, but the Death Valley sunshine, the quality of the thirst induced by same, and the lazy climate, with the black mountains sharp as a sword have got me. Let it ride.

Our convention will be good, in a wonderful setting, at the most beautiful time of the year. Del Monte has a siren's call that few can resist. We were a very young association when we began Del Monte meetings, and now that I am old and of little faith, nostalgia will carry me to Del Monte. The dumps on Cannery Row are now clean and sanitary, the Red Cow is sunk in the gulf of time, and the Chicken Shack is under a four lane highway. The Blue Elephant, where Harry Maxwell sang, and where Ed Johnson broke the fiddle, has gone the way of all speakasies, and the beautiful nurses are plump old ladies.

Yet Del Monte is sending a summons to be Young Again. Let's Go!

## Key question: Will consumer's reaction to higher prices last?

By **ELWOOD W. WRIGHT**, *Director*  
*Roast Division*  
*Pacific Coast Coffee Association*



In these uncertain times, when planning ahead is hedged in with cold wars, government edicts and foreign dictatorships, it is fitting to foregather in a delightful setting, such as our convention site this year, and relax.

Problems will be discussed, but away from our desks and probably in better perspective. This should be a good convention.

However, the consumer and her permanent reaction to the higher coffee prices will be in the minds of all. She

(Continued on page 36)



## On the menu

developments among public feeding outlets

### How Washington state buys its coffee— with help from PCCA

The purchasing division of the state of Washington is choosy when it comes to buying coffee for the 14,500 inmates and employees of state institutions.

Before the state will buy even a bean, and it buys about \$100,000 worth of coffee a year, the purchasing division calls in some coffee connoisseurs from the Pacific Coast Coffee Association in Seattle.

This system of getting the most of the dollars spent on coffee was started by H. D. Van Eaton, director of public institutions.

Bids accompanied by samples of both the green and roasted beans are submitted to Herb Washington, state purchasing supervisor. When the samples come in, some of each is freshly ground and laid out on a table before the coffee experts arrive.

Each sample is given a number, and all the coffee experts can say about each sample pertains to its quality. They have no idea which firm imported what coffee or what prices are being asked.

The coffee experts turn in a ballot on the samples they think are best, in a one, two, three order.

### "Hottle" keeps coffee in cup, instead of saucer

Coffee served in the cups instead of in the saucer has often been the vain hope of diners-out—and restaurateurs. Now it is possible. The McKee Glass Co., Jeannette, Pennsylvania, has developed the Coffee Hottle, an individual carafe made of Glasbake heat-resisting glass that fits in the cup and holds the coffee while it is being carried to the table. Coffee will not spill out of the Hottle.

McKee Glass, which offers the new product as an aid to better dining service, points out that the Coffee Hottle has several other advantages besides insuring a dry saucer. The customer can pour his first cup of coffee just when he wants it and not be dependent upon a waiter. The Hottle then keeps his second cup of coffee steaming hot until he is ready for it, and again the customer can have his coffee when he wants it.

The Hottle (coined from hot bottle) fits most restaurant-type cups and holds ten ounces, or enough for two cups. The plastic insulation around the neck of the Hottle gives protection in handling when it is filled with hot coffee.

Since the Hottle fits inside the cup, it not only keeps the coffee hot but also keeps the cup itself warm until the first coffee is poured. Thus the old problem of hot coffee turning lukewarm when poured into a cold cup is overcome. In experimental tests with the utensil, it was found that this advantage appealed particularly to better hotels and restaurants, which are able to eliminate costly and delaying methods of keeping their cups warm at time of serving.

Railroad dining cars, steamship dining salons and planes, where the movement of the carrier itself often



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Quotations? — Of Course!  
Samples? — Gladly!  
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slops the coffee into the saucer, find an additional advantage. In such cases the diner may only partly fill his cup and yet have sufficient hot coffee at hand when he wants more.

Since the Hottle holds two cups, it is readily adaptable to serving one, one and one-half, or two cups, as the proprietor may wish or as the type of operation may demand.

Use of these individual carafes eliminates the need for expensive silver or thermos-type pitchers. Coffee spills easily out of a pitcher with a spout—sometimes onto the tray, sometimes onto the tablecloth but also sometimes onto the customer. The design of the Hottle protects against such spilling.



This is the Coffee Hottle, really a carafe which fits inside the cup.

Besides coffee, the Hottle can be used for serving tea—in fact, for any liquid refreshment.

There is a choice of colors in the plastic collar of red, yellow, white or black. Black is standard and is furnished in that color unless otherwise specified. The price to hotels and restaurants is approximately 50 cents each. Crests may be ordered with the Hottles at an extra cost of \$1.20 per dozen. These are applied with ceramic paint and fired into the glass so as to be permanent.

**Firms make new urn cleaning compound available**

A new compound for cleaning large coffee urns is now being manufactured by the Maid-Easy Cleansing Products Corp., Mt. Vernon, N. Y.

The compound, claims the manufacturer, removes all accumulated stains from coffee-making equipment without scrubbing or hand cleaning. The product comes in two formulas: a stubborn stain remover that will clean even the most difficult and long-neglected coffee stains, according to the firm, and the second for regular daily use. A spoonful added to boiling water renders the equipment spotless and sanitary, it is claimed. The products can also be used for removing coffee stains from other utensils.

**Brown Instruments promotes Slater**

Lloyd E. Slater has been named food field industry manager for the Brown Instruments division of Minneapolis-Honeywell Regulator Co., it has been announced by L. Morton Morley, vice president and general sales manager.

MAY, 1950

## Green Coffees

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### Want to Reduce Costs?

Muller's free flowing chicory adds a character to coffee that is preferred by thousands of coffee drinkers.

Add to this the fact that as little as 2 oz. of chicory in your blend will reduce your cost by as much as 4¢ a pound.

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## Run coffee smoke abatement tests on Peabody Scrubber

Tests of an experimental Peabody Scrubber for control of coffee smoke were conducted last month on the roof of the S. A. Schonbrunn & Co., Inc., plant in New York City.

Observers agreed that the Scrubber takes out all the steam, all the chaff and an indeterminate amount of smoke.

On hand to observe the tests were John E. Mazzei, chairman of the smoke abatement committee of the National Coffee Association and president of the New York Coffee Roasters' Association; Professor Leslie H. Backer, of Stevens Institute; John J. Ryan, Jr., of New York City's Bureau of Smoke Control; S. P. Wands, of the National Coffee Association; Jerome S. Neuman, of Joseph Martinson & Co.; Fred Kohn, of the Old Dutch Coffee Co.; Chester Vincent, of Jabez Burns & Sons, Inc., and others.

"Because coffee smoke is highly refractive, it is difficult to determine visually how much of the smoke is being removed," Mr. Mazzei reported.

In the test, two pipes of equal size were used, one emitting smoke and water mist as it came from the roaster, the other pipe passing through the Peabody Scrubber before expelling the gases into the air. It was found that diluting the gases coming from the Scrubber with an equal amount of air reduced the smoke until it was barely visible at times.

To determine exactly how much smoke is removed by its unit, the Peabody Engineering Co. will use filters to weigh the smoke particles emitted by each of the pipes.

The company will also look into the problem of accumulation of acetic acid in the water used in the Scrubber, particularly where the water is recirculated. Professor Backer felt that this acid would in time corrode the equipment unless a neutralizer is added or special metals, resistant to corrosion, are used in the construction of the Scrubber and the water tower.

### Southland Coffee gives \$500 to buy an elephant

The Southland Coffee Co., packers of Bailey's Supreme Coffee, contributed \$500 recently to a fund being raised by the Atlanta Journal to buy a new elephant for the Grant Park zoo in that city.

The zoo's old elephant, Coca, died recently.

Harry P. Woodward, chairman of the board of Southland Coffee, told the newspaper that in addition to the \$500, his firm would pay one cent for each bag bottom or can winding strip from a package of Bailey's Supreme Coffee.

### British MOF ups retail coffee prices

The British Ministry of Food has announced a 15 per cent increase in retail prices of coffee, as a result of "the poor crops in Brazil and Central America at a time when the world demand is increasing."

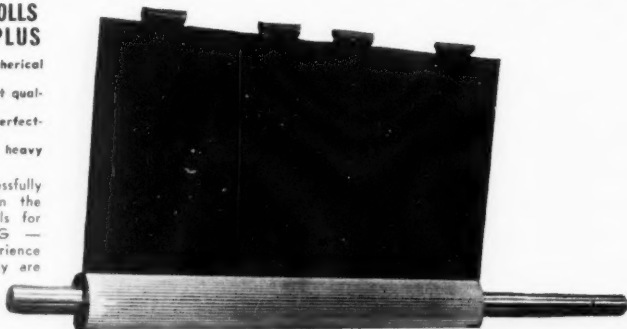
The maximum retail prices of coffee were increased by sixpence (seven U. S. cents) a pound.

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#### WRITE TODAY FOR BULLETIN (ROSM)

AND A SAMPLE OF BARLEY ROLLED  
THROUGH MOORSPEED ROLLS

## MOORE DRY DOCK COMPANY

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## *Wagon wheels*

news of retail tea and coffee merchants

### **Cook Coffee, now third largest wagon route operator, offers stock**

An offering of stock of the Cook Coffee Co., Cleveland, now third largest wagon route operator in the country, was announced recently to make stock available for the company's employees and for an initial public distribution.

The Cook Coffee Co. was founded in Cleveland in 1921 by Max Freedman and H. C. Broder with an investment of \$10,000. The firm is now the third largest wagon route operator in the country.

All of the 101,250 shares to be offered are to be furnished by present stockholders, who will receive the net proceeds.

In 1929 the company invested \$500,000 additional capital in the business but no new capital has been added since.

Cook Coffee serves 375,000 regular customers through some 763 routes in 15 states and the District of Columbia. The company has 39 warehouses, from which salesmen receive supplies for distribution in California, Ohio, Indiana, Illinois, Iowa, Kentucky, Maryland, Michigan, Min-

nesota, New Jersey, New York, West Virginia, Wisconsin and Virginia.

California operations started in 1946 and ran at a loss during the development period. The firm now has 49 routes in the West Coast state and operations are expected to show a profit from now on.

Cook had eight routes in 1921, the year the business was founded. This grew steadily to 761 routes. Net sales climbed from \$8,785,000 in 1945 to \$18,408,000 last year.

#### **Tennessee firm chartered to make coffee syrup**

Kof-e-Kow, Inc., Chattanooga, Tenn., has obtained a charter to manufacture and deal in coffee syrup, "a secret formula to be used in combination with dairy products such as milk, ice cream, etc." The corporation was authorized to license other dealers in the syrup.

The incorporators were J. C. Grant, C. A. Noone and J. L. Lenihan.

#### **New plant for Standard Coffee in New Orleans**

A new \$500,000 one-story brick warehouse and factory is being built for the Standard Coffee Co., Inc., in New Orleans.

Besides the warehouse portion, occupying about 71,000 square feet, there will be a mezzanine floor for the manufacture and packaging of the firm's products. This area will comprise about 9,000 square feet.

#### **Hancock Coffee plans new factory**

The Hancock Coffee Co. has announced plans for the construction of a new \$500,000 plant and warehouse in New Orleans.

**C. A. MACKEY & CO.**  
**Incorporated**

**IMPORTERS - COFFEE**

**ESTABLISHED 1914**

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**IMPORTERS, ROASTERS, RETAILERS  
OF FINE COFFEE**

Represented in

**BRAZIL AND COLOMBIA**

By the

**AMERICAN COFFEE CORPORATION**

A background image of coffee beans, with a white rectangular box tilted at an angle in the center containing the text "HAITI COFFEE" and a small coffee plant icon.

**HAITI  
COFFEE**



***is preferred--because of its***

- True Characteristics of Mild Coffee
- Cultivation in High Altitudes
- Preparation by Best Known Methods

***Plus: Expert Care in Final Removal of Defects***

DEPARTMENT OF AGRICULTURE

PORT AU PRINCE, HAITI

# West Coast coffee trends

(Continued from page 11)

has a tendency to lessen the differential between Brazils and Colombians. Recently, Central Americans declined the most and brought Colombians down with them. Also contributing to the weakness in the spot market is the cost of financing. Importers with a long position may have had some pressure put on them by the banks, and holding stocks in a warehouse is costly. It has been said that cleaning up of surplus spot stocks has been to the disadvantage of the smaller importers, who work on a brokerage fee and have no supplies on hand. Large importers who bought at lower than current market prices can make attractive offers and are tough competition.

## Restaurant coffee

The restaurant business is down, and consequently the amount of coffee sold to them is off in proportion, but it is not considered primarily due to high prices. This latter factor is hard to determine, but the extra cup of coffee is no longer given, and this must have some effect on the volume. The big fight by the roasters is to hold the restaurants to high standards, to keep them from cutting down the proportion of coffee for a good brew, 16 ounces to a gallon of water. It is reported that in some instances 14 ounces to a gallon has been advocated, and it is feared that a tendency of this kind could become progressively worse and harm the industry.

## Trends in California

There are trends and differences in buying habits which have been going on within the state and which have been stimulated by present market conditions. The following is offered to show how this works out between the market areas of San Francisco and Los Angeles. Most characteristic of Los Angeles is its very large industrial population and its tremendous growth in that direction.

The imports of green coffee cleared through the U.S. Customs at San Francisco for 1949, and originating in Central America, Colombia, Venezuela, Aden, Belgian Congo and Jamaica, and classified as milds and better grades for reasons of comparison, totaled 1,167,915 bags. The imports from Brazil, Ecuador, the Dominican Republic, Angola and the British East Indies, classified as the cheaper grades, totaled 809,202 bags.

The classification under the milds and better grades is therefore 59 per cent of the total imports of green coffee into San Francisco in 1949, and 41 per cent for the cheaper grades.

In 1948 the imports of milds was 1,094,603 bags, imports of cheaper grades 635,832 bags. Total imports were 1,730,435 bags. Thus milds were 63 per cent of the total imports and the cheaper grades 37 per cent.

## Cheaper grades

The conclusion from the above figures is that there was a loss of two per cent in the number of bags of milds, in relation to total imports into San Francisco, while there was a gain of four per cent in the importation of cheaper grades. This would also seem to verify the opinion of importers that there is a tendency on the part of roasters to supply the demand of the public for the cheaper bag coffee, and that Eastern buyers were inclined to outbid the West for the higher grades in 1949.

In Los Angeles the decline in the importation of milds in relation to total imports for 1949 as against 1948 was less than two per cent. However, the increase in cheaper grades was 12 per cent. This makes the trend to cheaper grades in the Los Angeles area about three times as great as in the San Francisco area.

## "The Story Behind the Price of Coffee" is reprinted in April Reader's Digest

A detailed discussion of the coffee price situation, "The Story Behind the Price of Coffee," by Michael Scully, was condensed in the April Reader's Digest from an article in the Toledo, Ohio, Blade.

The article serves to counter confusion spread by many press and radio accounts of the reasons for the recent rise in coffee prices.

## Coffee trade mourns death of Adriel Bird

Members of the coffee industry are mourning the death of Adriel U. Bird, president of the La Touraine Coffee Co., Inc., Boston.

Mr. Bird had become rather widely known for his Christmas custom of dropping coffee packages from a plane to New England lighthouse keepers.

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DIFFERENCE  
IN TEA—**

**AND  
TENDER LEAF  
BRAND  
PROVES IT!**

**ALL THE  
FLAVOR  
YOUR CUP  
CAN HOLD!**



PRODUCTS OF STANDARD BRANDS INCORPORATED

## Crops and countries

coffee news from producing areas

### DEC at work on official estimate of Brazil's 1950-51 coffee harvest

The director of the Division of Coffee Economy (Divisao da Economia Cafeeira), which replaced the DNC, declared recently that the agency's technicians had begun working on the official estimate of the 1950-51 crop and that the results would become known in May, according to Octavio Veiga, Santos representative of Coffee and Tea Industries (The Spice Mill).

In the meantime, the Sociedade Rural Brasileira's technicians have come up with these predictions on the 1950-51 crop:

Paulista zone .....	2,407,564
Sorocabana .....	1,530,968
Mogyana .....	1,229,325
Noroeste .....	1,063,998
Araraquense .....	1,042,062
Santos-Jundiay .....	117,624
Sao Paulo and Minas .....	36,897
Itatibense .....	6,934
Central .....	18,500

Total .....	7,453,872
Less consumption .....	1,200,000

Balance exportable ..... 6,253,872

**Brazil's Coffee Stocks:** Antonio Stockler de Queiroz, president of the DNC liquidating commission, released the following figures on Brazil's coffee stock position:

Stocks retained as of July 1, 1949 and all now liberated and practically all exported .....	3,889,000 bags
Spot port stocks July 1, 1949 .....	3,003,000
Exportable 1949-50 crop based on actual upcountry despatches to end February, 1950, and part of which has already been exported with remainder retained .....	15,447,000
National Coffee Department's holdings reverted to market stocks .....	818,000

Total availabilities .....	23,157,000
From the availabilities during period July 1, 1949, to the end of February, 1950, they were:	
Exports abroad .....	13,136,000
Coastwise traffic .....	413,000
Local consumption .....	330,000

Total ..... 13,879,000

These must be deducted, leaving the balance as of February 28, 1950, at .....	9,278,000
Comprising the following spot port stocks:	
Spot port stocks .....	3,468,000
Retained at Sao Paulo awaiting chronological liberation .....	4,405,000
Retained by other states .....	1,405,000

Total ..... 9,278,000

**Europe:** The associations of commerce and farming are doing all possible to persuade the government to facilitate

COFFEE AND TEA INDUSTRIES



coffee exports to Europe, and to give ample exchange facilities for large scale exports.

**Cooperative:** Delegates from São Paulo, Minas Gerais, Rio de Janeiro, Espírito Santo and Paraná met recently to organize a coffee-growers cooperative. The aim is to cut growers' costs, which have been rising faster than returns on coffee.

**Sao Paulo Consumption:** Last year the director of the agricultural bureau of the São Paulo State Bank estimated consumption of coffee in this state at 1,808,000 bags per annum. However, the press now reports that the Federation of Rural Associations of the State of São Paulo give it as their opinion that local consumption has fallen to 1,500,000 bags per annum.

One of the principal reasons for this decline is said to be the rising price of coffee, and the fact that consumers are turning to other beverages, including tea.

**Colombia's 1950 crop to bring \$100,000,000 more**

Financial experts believe that during 1950 Colombia will receive at least an additional \$100,000,000 for its 1950 coffee exports, according to "Foreign Commerce Weekly." This estimate may be conservative, inasmuch as Colombia probably will have available for export during 1950 about 5,750,000 bags of 60 kilograms each, and even though prices may decline from the all-time high reached at the end of 1949, the increased number of bags available for export may make it possible for Colombia to obtain more than an additional \$100,000,000.

The next crop, which will be picked between April and July, 1950, is expected to total 2,400,000 bags of exportable coffee. If weather conditions continue favorable the crop may be slightly larger.

**Record high set by El Salvador's 1949 coffee exports**

El Salvador's exports of coffee in 1949 reached a record high of 1,260,000 bags, according to the American embassy in San Salvador. This is about 29 per cent higher than the 1948 exports of 976,000 bags and 37 per cent higher than the annual average prewar (1935-39) exports of 922,000 bags.

About 91 per cent, or 1,142,000 bags, of El Salvador's total coffee exports in 1949 went to the United States. This compares with 883,000 bags of coffee shipped from El Salvador to the United States in 1948.

El Salvador's exports of coffee to Europe declined from 73,000 bags in 1948 to 56,000 bags in 1949. The United States, Italy, Cuba, Canada, and Switzerland were the principal destinations for El Salvador's coffee shipments in 1949.

**New peak reached by Mexico's Coffee exports in 1949**

Mexico's 1949 coffee exports of 818,115 bags were the highest in that country's history and exceeded 1948 exports by 56 per cent, according to the American embassy in Mexico City. Mexico exported 523,735 bags of coffee in 1948, 547,809 bags in 1947, and an annual prewar (1935-39) average of 599,210 bags.

About 98 per cent of Mexico's 1949 coffee exports went to the United States. Most of the balance went to Canada, Guatemala, Italy and Belgium. In the prewar period, the United States took about 62 per cent of Mexico's coffee shipments, and Europe took practically all the remainder.

MAY, 1950

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Kerr Steamship Company, Inc. Transpacific Transportation Co.  
San Francisco, California San Francisco, California

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and West Coast of  
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a Close Neighbor.*

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**BRASILEIRO**

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The American Line maintains regular service from the principal Brazilian coffee ports to New York and  
New Orleans, with facilities (as cargo offers) at Philadelphia, Baltimore, Norfolk, Jacksonville and Houston.

# Ship sailings

## A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

### Abbreviations for lines

Alcoa—Alcoa Steamship Co.  
AmPres—American President Lines  
ArgState—Argentine State Line  
Am-W-Afr—American West African Line  
Barb-Fru—Barber-Fern Line  
Barb-W-Afr—Barber-West African Line  
Barb-Wn—Barber-Wilhelmsen Line  
Brodin—Brodin Line  
Cunard—Cunard Line  
Delta—Delta Line  
Dodero—Dodero Lines  
Ell-Buck—Ellerman & Bucknell S.S. Co.  
Farrell—Farrell Lines  
Grace—Grace Line  
Gulf—Gulf & South America Steamship Co., Inc.

Hol-Int—Holland-Interamerica Line  
IFC—I.F.C. Lines  
JavPac—Java-Pacific Line  
Lloyd—Lloyd Brasileiro  
Lykes—Lykes Lines  
Moormac—Moore-McCormack Lines, Inc.  
Nopal—Northern Pan-American Line  
Norton—Norton Line  
PAB—Pacific Argentine Brazil Line  
PacFar—Pacific Far East Line, Inc.  
PacTrans—Pacific Transport Lines, Inc.  
Prince—Prince Line, Ltd.  
R. Neth—Royal Netherlands Steamship Co.  
Robin—Robin Line  
SCross—Southern Cross Line  
Silver—Silver Line  
Sprague—Sprague Steamship Line  
Stockard—Stockard Line  
Stran—Strachan Shipping Co.  
Sweed-Am—Swedish American Line  
U'Fruit—United Fruit Co.  
Wst Cst—West Coast Line, Inc.

### Abbreviations for ports

Ba—Baltimore  
Bo—Boston  
CC—Corpus Christi  
Cb—Chicago  
Cl—Cleveland  
De—Detroit  
Ga—Galveston  
G—Gulf ports  
Ha—Halifax  
Ho—Houston  
HR—Hampton Roads  
Jn—Jacksonville  
LA—Los Angeles  
ML—Montreal  
Mo—Mobile  
NO—New Orleans  
NY—New York  
Nf—Norfolk  
Pa—Philadelphia  
Po—Portland  
SF—San Francisco  
Se—Seattle  
St Jo—Saint John  
Ta—Tacoma  
To—Toledo  
Va—Vancouver

## COFFEE BERTHS

SAILS	SHIP	LINE	DUE
<b>ACAJUTLA</b>			
5 22	Choluteca	U'Fruit	Cristobal <sup>2</sup> 5 25
5 28	Cstl Nomad	Grace	LA6/7 SF6/10 Se6/15
5 31	Mabay	U'Fruit	Cristobal <sup>2</sup> 6/3
6 16	Choluteca	U'Fruit	Cristobal <sup>2</sup> 6 19
6 18	Anchor Hitch	Grace	LA6/28 SF7/1 Se7/6
7 8	Cstl Avnturer	Grace	LA7/18 SF7/21 Se7/26
7 26	Gunnars Knot	Grace	LA8/5 SF8/8 Se8/13

<b>ACAPULCO</b>			
5 13	Anchor Hitch	Grace	Cristobal <sup>1</sup> 5 26
6 2	Cstl Avnturer	Grace	Cristobal <sup>1</sup> 6 15
6 20	Gunnars Knot	Grace	Cristobal <sup>1</sup> 7/3
7 2	Cstl Nomad	Grace	Cristobal <sup>1</sup> 7 15

<b>AMAPALA</b>			
5 18	Choluteca	U'Fruit	Cristobal <sup>2</sup> 5 25
5 18	Anchor Hitch	Grace	Cristobal <sup>1</sup> 5 26
5 25	Cstl Nomad	Grace	LA6/7 SF6/10 Se6/15
6 7	Cstl Avnturer	Grace	Cristobal <sup>2</sup> 6 15
6 11	Choluteca	U'Fruit	Cristobal <sup>2</sup> 6 19
6 15	Anchor Hitch	Grace	LA6/28 SF7/1 Se7/6
6 25	Gunnars Knot	Grace	Cristobal <sup>1</sup> 7/3
7 5	Cstl Avnturer	Grace	LA7/18 SF7/21 Se7/26
7 7	Cstl Nomad	Grace	Cristobal <sup>1</sup> 7 15
7 23	Gunnars Knot	Grace	LA8/5 SF8/8 Se8/13

<b>ANGRA DOS REIS</b>			
5 20	Honduras	Lloyd	N06/7 Ho6/10
6 5	Colombia	Lloyd	N06/24 Ho6/29
6 20	Mexico	Lloyd	N07/8 Ho7/13

<b>BAHIA</b>			
5 12	Alphacca	Hol-Int	NY5/24 Bo5/26 HR5/29 Bo5/30 Pa6/1
5 27	Arendsydyk	Hol-Int	NY6/8 Bo6/10 HR6/14 Ba6/15 Pa6/16
6 14	Alwaki	Hol-Int	NY6/26 Bo6/28 HR7/1 Ba7/4 Pa7/6

<b>BARRANQUILLA</b>			
5 10	Cstl Nomad	Grace	LA6/7 SF6/10 Se6/15
5 13	Cape Avinof	U'Fruit	NY5/21

SAILS	SHIP	LINE	DUE
5 16	Mayari	U'Fruit	N05/22
5 18	Sofia	Grace	NY5/23
5 21	Cape Cod	U'Fruit	NY5/27
5 25	Monica	Grace	NY5/30
5 28	Cape Cnabrid	U'Fruit	NY6/3
5 29	Lovers Bend	U'Fruit	N06/4
5 31	Anchor Hitch	Grace	LA6/28 SF7/1 Se7/6
6 1	Clara	Grace	NY5/6
6 4	Cape Ann	U'Fruit	NY6/10
6 8	Sofia	Grace	N6/13
6 12	Sraneholm	Sweed-Am	M16/29
6 13	Fiador Knot	U'Fruit	N06/19
6 15	Monica	Grace	NY6/20
6 20	Cstl Avnturer	Grace	LA7/18 SF7/21 Se7/26
6 22	Clara	Grace	NY6/27
6 23	Rymidsholm	Sweed-Am	M17/8
6 29	Sofia	Grace	NY7/4
7 2	Askot	Sweed-Am	M17/20 To7/26 De7/28
7 6	Monica	Grace	NY7/11
7 8	Gunnars Knot	Grace	LA8/5 SF8/8 8/13
7 13	Clara	Grace	NY7/18
7 20	Sofia	Grace	NY7/25
7 26	Laholm	Sweed-Am	M18/13 To8/19 De8/21
7 27	Monica	Grace	NY8/1

### BARRIOS

5 13	Avenir	U'Fruit	5/20
5 14	Fiador Knot	U'Fruit	N05/18
5 19	Adm Fraser	U'Fruit	NY5/26
5 20	Laila Dan	Wst Cst	N05/27 Ho5/31 Ga6/1 Mo6/3
5 25	Inger Skau	U'Fruit	N05/28
5 27	Marna	U'Fruit	NY6/3
6 8	Mayari	U'Fruit	N06/12
6 10	Avenir	U'Fruit	NY6/17

### BUENAVENTURA

5 13	Leena Dan	Wst Cst	NY5/21 Pa5/26 Ba5/27
5 19	Farmer	Gulf	Mo5/28 N06/12
5 14	Cecilia	Grace	NY5/22
5 21	Margarita	Grace	5/29
5 24	Marna Dan	Wst Cst	NY6/1 Pa6/6 Ba6/8
5 25	Juana	Grace	LA6/3 SF6/5 Se6/12

MAY, 1950

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SAILS SHIP LINE DUE

## BUENAVENTURA (Continued)

5/26	Ines	Grace	NY6/2			
5/28	Luisa	Grace	NY6/5			
6/2	Shipper	Grace	Mo6/10	NO6/14		
6/4	Isabel	Grace	NY6/12			
6/5	Kamma Dan	Wst Cst	NY6/14	Pa6/17	Ba6/20	
6/6	Olivia	Grace	Ja6/12	NY6/15	Bo6/17	Ba6/19
6/11	Maria	Grace	6/19			
6/13	Flavia	Grace	LA6/22	SF6/24	Se7/1	
6/16	Banker	Gulf	Mo6/24	NO6/28		
6/18	Barbara	Grace	NY6/26			
6/20	Elisa	Grace	NY6/27	Ba6/30		
6/21	Gerda Dan	Wst Cst	NY6/29	Pa7/4	Ba7/6	
6/21	Launa Dan	Wst Cst	NO6/28	Ho7/2	Ga7/4	No7/7
6/25	Cecilia	Grace	NY7/3			
6/28	Eliana	Grace	LA7/7	SF7/9	Se7/16	
7/2	Margarita	Grace	NY7/10			
7/7	Ines	Grace	NY7/13			
7/9	Luisa	Grace	NY7/17			
7/16	Isabel	Grace	NY7/24			
7/17	Leonor	Grace	LA7/26	SF7/28	Se7/31	
7/18	Elisa	Grace	Ja7/24	NY7/27	Bo7/28	Ba7/31
7/23	Maria	Grace	NY7/31			
7/30	Barbara	Grace	NY8/7			

## CALLAO

5/16	Margarita	Grace	NY5/29			
5/23	Luisa	Grace	NY6/5			
5/30	Isabel	Grace	NY6/12			
6/6	Maria	Grace	NY6/19			
6/13	Barbara	Grace	NY6/26			
6/20	Cecilia	Grace	NY7/3			
6/27	Margarita	Grace	NY7/10			
7/4	Luisa	Grace	NY7/17			
7/11	Isabel	Grace	NY7/24			
7/18	Maria	Grace	NY7/31			
7/25	Barbara	Grace	NY8/7			

## CARTAGENA

5/11	Cape Avinof	UFruit	NY5/21			
5/14	Mayari	UFruit	NO5/22			
5/20	Paula	Grace	NY5/24			
5/26	Cape Cmbrrnd	UFruit	NY6/3			
5/27	Rosa	Grace	NY5/31			
5/28	Levers Bend	UFruit	NO6/4			
6/3	Paula	Grace	NY6/7			
6/9	Cape Avinof	UFruit	NY6/17			
6/10	Rosa	Grace	NY6/14			
6/11	Fiador Knit	UFruit	NO6/19			
6/17	Paula	Grace	NY6/21			
6/24	Rosa	Grace	NY6/28			
7/1	Paula	Grace	NY7/5			
7/8	Rosa	Grace	NY7/12			

## CHAMPERICO

5/30	Citl Nomad	Grace	LA6/7	SF6/10	Se6/15	
6/20	Anchor Hitch	Grace	LA6/28	SF7/1	Se7/6	
7/10	Citl Avnturer	Grace	LA7/19	SF7/21	Se7/26	
7/28	Gunnors Knot	Grace	LA8/5	SF8/8	Se8/13	

## CORINTO

5/16	Choluteca	UFruit	Cristobal	5/25		
5/20	Anchor Hitch	Grace	Cristobal	5/26		
5/22	Mabay	UFruit	Cristobal	6/13		
5/24	Citl Nomad	Grace	LA6/7	SF6/10	Se6/15	
6/9	Citl Avnturer	Grace	Cristobal	6/15		
6/10	Choluteca	UFruit	Cristobal	6/19		
6/14	Anchor Hitch	Grace	LA6/28	SF7/1	Se7/6	
6/27	Gunnors Knot	Grace	Cristobal	7/3		
7/4	Citl Avnturer	Grace	LA7/18	SF7/21	Se7/26	
7/9	Citl Nomad	Grace	Cristobal	7/15		
7/22	Gunnors Knot	Grace	LA8/5	SF8/8	Se8/13	

## CRISTOBAL

5/10	Cape Avinof	UFruit	NY5/21			
5/13	Mayari	UFruit	NO5/22			
5/14	Cape Cod	UFruit	NY5/27			
5/25	Cape Cmbrrnd	UFruit	NY6/3			
5/27	Levers Bend	UFruit	NY6/4			
5/28	Cape Ann	UFruit	NY6/10			
6/7	Cape Avinof	UFruit	N6/18			
6/10	Fiador Knit	UFruit	NO6/19			

## DAR es SALAAM

6/26	Afr Crescent	Farrell	NY7/28			
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COFFEE AND TEA INDUSTRIES

SAILS SHIP LINE DUE

# GUAYAQUIL

5/10	Leona Dan	WstCst	NY5/21	Pa5/26	Ba5/27	
5/11	Cecilia	Grace	NY5/22			
5/17	Laila Dan	WstCst	N05/27	He5/31	Ga6/1	Mo6/3
5/18	Margarita	Grace	NY5/29			
5/21	Marna Dan	WstCst	NY6/1	Pa6/6	Ba6/8	
5/21	Juana	Grace	LA6/3	SF6/5	Se6/12	
5/23	Ines	Grace	NY6/2			
5/25	Luisa	Grace	NY6/5			
6/1	Isabel	Grace	NY6/12			
6/2	Kamma Dan	WstCst	NY6/14	Pa6/17	Ba6/20	
6/3	Olivia	Grace	Jx6/12	NY6/15	Bo6/17	Ba6/19
6/8	Maria	Grace	NY6/19			
6/15	Barbara	Grace	NY6/26			
6/17	Elisa	Grace	NY6/27	Ba6/30		
6/18	Gerda Dan	WstCst	NY6/29	Pa7/4	Ba7/6	
6/18	Laura Dan	WstCst	N06/28	Ho7/2	Ga7/4	Mo7/7
6/22	Cecilia	Grace	NY7/3			
6/29	Margarita	Grace	NY7/10			
7/4	Ines	Grace	NY7/13			
7/6	Luisa	Grace	NY7/17			
7/13	Isabel	Grace	NY7/24			
7/15	Elisa	Grace	Jx7/24	NY7/27	Bo7/29	Ba7/31
7/20	Maria	Grace	NY7/31			
7/27	Barbara	Grace	NY8/7			
7/29	Olivia	Grace	NY8/8	Ba8/11		

# ILHEUS

5/10	Uruguay	Lloyd	NY5/22
5/25	Venezuela	Lloyd	NY6/6
6/10	Argentina	Lloyd	NY6/22
6/25	Peru	Lloyd	NY7/6

# LA GUAIRA

5/16	Corsair	Alcoa	M15/22	N05/24
5/18	Paula	Grace	NY5/24	
5/23	Cavalier	Alcoa	N05/29	
5/25	Rosa	Grace	NY5/31	
5/30	Clipper	Grace	M16/5	N06/7
6/1	Paula	Grace	NY6/7	
6/2	Svaneholm	Swed-Am	M16/29	
6/6	Corsair	Alcoa	N06/12	
6/8	Rosa	Grace	NY6/14	
6/11	Rgnhldsholm	Swed-Am	ML7/8	
6/13	Cavalier	Alcoa	M16/19	N06/21
6/15	Paula	Grace	NY6/21	
6/20	Clipper	Alcoa	N06/26	
6/22	Askot	Swed-Am	M17/20	
6/27	Corsair	Alcoa	M17/3	N07/5
6/29	Paula	Grace	NY7/5	
7/6	Rosa	Grace	NY7/12	
7/13	Paula	Grace	NY7/19	
7/17	Iaholm	Swed-Am	M18/13	To8/19 De8/21
7/20	Rosa	Grace	NY7/26	

# LA LIBERTAD

5/17	Anchor Hitch	Grace	Cristobal <sup>1</sup>	5/26
5/21	Choluteca	UFruit	Cristobal <sup>2</sup>	5/25
5/27	Citl Nomad	Grace	LA6/7	SF6/10 Se6/15
5/28	Mabay	UFruit	Cristobal <sup>2</sup>	6/3
6/6	Citl Avnturer	Grace	Cristobal <sup>2</sup>	6/15
6/15	Choluteca	UFruit	Cristobal <sup>2</sup>	6/19
6/17	Anchor Hitch	Grace	LA6/28	SF7/1 Se7/26
6/24	Gunners Knot	Grace	Cristobal <sup>2</sup>	7/3
7/6	Citl Nomad	Grace	Cristobal <sup>2</sup>	7/15
7/7	Citl Avnturer	Grace	LA7/18	SF7/21 Se7/26
7/25	Gunners Knot	Grace	LA8/5	SF8/8 Se8/13

# LA UNION

5/19	Anchor Hitch	Grace	Cristobal <sup>2</sup>	5/26
5/20	Choluteca	UFruit	Cristobal <sup>2</sup>	5/25
5/25	Mabay	UFruit	Cristobal <sup>2</sup>	6/3
5/26	Citl Nomad	Grace	LA6/7	SF6/10 Se6/15
6/8	Citl Avnturer	Grace	Cristobal <sup>2</sup>	6/15
6/13	Choluteca	UFruit	Cristobal <sup>2</sup>	6/19
6/16	Anchor Hitch	Grace	LA6/28	SF7/1 Se7/26
6/26	Gunners Knot	Grace	Cristobal <sup>2</sup>	7/3
7/6	Citl Avnturer	Grace	LA7/18	SF7/21 Se7/26
7/8	Citl Nomad	Grace	Cristobal <sup>2</sup>	7/15
7/24	Gunners Knot	Grace	LA8/5	SF8/8 Se8/13

# LIMON

5/11	Mayari	UFruit	N05/22
5/18	Cape Cod	UFruit	NY5/27

MAY, 1950



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freight service*

*between*

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BUENAVENTURA  
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1255 Phillips Square

Montreal 2, P.Q.

**but... "one ship...  
docked on time"**

**Ship Comes In by Radar**  
The fog also slowed down ocean-  
going vessels, ferries and tugs.  
One ship, the United Fruit liner  
Veragua, came up the harbor under  
radar and docked on time. The  
other ships waited until the mists  
lifted.

From a  
New York  
Newspaper  
Dec. 13, 1949



**ANOTHER EXAMPLE OF  
UNITED FRUIT DEPENDABILITY**

**UNITED FRUIT COMPANY**

Boston, New York, Washington, New Orleans, Chicago, San Francisco

SAILS SHIP LINE DUE

### LIMON (Continued)

5/25	Levers Bend	UFruit	N06/4
6/1	Cape Ann	UFruit	NY6/10
6/8	Fiador Knol	UFruit	N06/19

### LOBITO

5/17	Del Mundo	Delta	N06/15
6/4	Afr Pilgrim	Farrell	NY7/9
6/7	Del Sol	Delta	N07/1
6/30	Afr Sun	Farrell	NY7/31

### LUANDA

5/15	Del Mundo	Delta	N06/15
6/5	Del Sol	Delta	N07/1
6/6	Afr Pilgrim	Farrell	NY7/9
7/2	Afr Sun	Farrell	NY7/31

### MARACAIBO

5/12	Cstl Nomad	Grace	LA6/7	SF6/10	Se6/15
5/16	Sofia	Grace	NY5/23		
5/23	Manica	Grace	NY5/30		
5/30	Clara	Grace	NY6/6		
6/2	Anchor Hitch	Grace	LA6/28	SF7/1	Se7/6
6/6	Sofia	Grace	NY6/13		
6/9	Svaneholm	Swed-Am	M16/29		
6/13	Manica	Grace	NY6/20		
6/19	Rgnldsholm	Swed-Am	M17/8		
6/20	Clara	Grace	NY6/27		
6/27	Sofia	Grace	NY7/4		
6/29	Askot	Swed-Am	M17/20	To7/26	De7/28
7/11	Clara	Grace	NY7/18		
7/18	Sofia	Grace	NY7/25		
7/23	Laholm	Swed-Am	M18/13	To8/19	De8/21

### MATADI

5/13	Del Mundo	Delta	N06/15
6/3	Del Sol	Delta	N07/1
6/9	Afr Pilgrim	Farrell	NY7/9
7/5	Afr Sun	Farrell	NY7/31

### MOMBASA

5/30	Rob Wentley	Robin	NY
6/18	Afr Crescent	Farrell	NY7/28
6/27	Rob Tuxford	Robin	NY

### PARAMARIBO

5/14	Thulin	Alcoa	NY5/27
6/4	Bvlfjord	Alcoa	NY6/16
6/25	Thulin	Alcoa	NY7/8
7/16	Bvlfjord	Alcoa	NY7/28
8/6	Thulin	Alcoa	NY8/19
8/27	Bvlfjord	Alcoa	NY9/8

### PARANAGUA

5/10	Limburg	JavPac	LA6/10	SF6/14	Pa6/20	Se7/3	Va7/8
5/12	Trader	PAB	LA6/7	SF6/9	Se6/15	Va6/15	Pa6/18
5/14	Mormacmar	Mormac	Bo5/31	NY6/2	Pa6/5	Ba6/7	Nf6/9
5/18	Del Aires	Delta	N06/10	Ho6/15			
5/18	Mormachawk	Mormac	NY6/6	Bo6/9	Pa6/11	Ba6/13	Nf6/15
5/19	Bowmonte	IFC	NY6/16	Pa6/21	Ba6/23	Bo6/25	M16/29
5/19	Celestial	Sprague	NY6/9	Bo6/11	Pa6/13	Ba6/14	Nf6/15
5/27	Mormacsun	Mormac	LA6/27	SF6/30	Va7/4	Se7/6	Pa7/7
5/31	Del Viento	Delta	N06/26	Ho7/1			
6/10	Silversndi	Silver	LA7/13	SF7/17	Pa7/23	Se8/3	Va8/8
6/15	Seafarer	PAB	LA7/10	SF7/12	Se7/18	Va7/18	Pa7/21
6/15	Del Alba	Delta	N07/9	Ho7/14			
6/29	Del Campo	Delta	N07/25	Ho7/30			
7/5	Pathfinder	PAB	LA8/3	SF8/5	Se8/11	Va8/11	Pa8/14
7/10	Silverteak	Silver	LA8/12	SF8/16	Pa8/22	Se9/3	Va9/8
7/12	Del Monte	Delta	N08/8	Ho8/13			
7/27	Del Santos	Delta	N08/19	Ho8/24			

### PORT SWETTENHAM

6/17	Howell Lks	Lykes	Ga	Ho	N0	7/23
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### PUERTO CABELLO

5/12	Corsair	Alcoa	Mo5/22	N05/24
5/12	Sofia	Grace	NY5/23	
5/18	Paula	Grace	NY5/24	
5/19	Monica	Grace	NY5/30	
5/19	Cavalier	Alcoa	N05/29	
5/25	Rosa	Grace	NY5/31	
5/26	Clara	Grace	NY5/6	

COFFEE AND TEA INDUSTRIES

SAILS	SHIP	LINE	DUE
5/26	Clipper	Alcoa	Mo6/5 N06/7
6/1	Paula	Grace	NY6/7
6/2	Sofia	Grace	NY6/13
6/2	Corsair	Alcoa	N06/12
6/6	Svanholm	Swed-Am	M16/29
6/8	Rosa	Grace	NY6/14
6/9	Cavalier	Alcoa	Mo6/19 N06/21
6/9	Monica	Grace	NY6/20
6/14	Rgnhldsholm	Swed-Am	M17/8
6/15	Paula	Grace	NY6/21
6/16	Clipper	Alcoa	N06/26
6/22	Rosa	Grace	NY6/28
6/23	Corsair	Alcoa	Mo7/3 N07/5
6/25	Askot	Swed-Am	M17/20
6/29	Paula	Grace	NY7/5
7/6	Rosa	Grace	NY7/12

#### PUNTARENAS

5/14	Choluteca	UFruit	Cristobal <sup>1</sup>	5/25
5/19	Mabay	UFruit	Cristobal <sup>1</sup>	6/3
5/21	Anchor Hitch	Grace	Cristobal <sup>1</sup>	5/26
5/22	Ctll Nomad	Grace	LA6/7 SF6/10	Se6/15
6/7	Choluteca	UFruit	Cristobal <sup>1</sup>	6/19
6/11	Ctll Avnturer	Grace	Cristobal <sup>1</sup>	6/15
6/12	Anchor Hitch	Grace	LA6/28 SF7/1	Se7/26
6/29	Gunnors Knot	Grace	Cristobal <sup>1</sup>	7/3
7/2	Ctll Avnturer	Grace	LA7/18 SF7/21	Se7/26
7/11	Ctll Nomad	Grace	Cristobal <sup>1</sup>	7/15
7/20	Gunnors Knot	Grace	LA8/5 SF8/8	Se8/13

#### RIO de JANEIRO

5/11	Mormacswan	Mormac	NY5/28	Bo5/31	Ba6/2	Pa6/4
5/11	Del Santos	Delta	N05/27	Ha6/1		
5/13	Bowgran	IFC	NY6/3	Pa6/7	Bo6/9	M16/14
5/15	Mormacgulf	Mormac	LA6/9	SF6/12	Va6/16	Se6/18 Po6/20
5/17	Del Norte	Delta	N05/30			
5/17	Uruguay	Mormac	NY5/29			
5/19	Trader	PAB	LA6/7	SF6/9	Se6/15	Va6/15 Po6/18
5/19	Mormachawk	Mormac	NY6/6	Bo6/9	Pa6/11	Ba6/13 Nf6/15
5/19	Limburg	JavPac	LA6/10	SF6/14	Po6/20	Se7/3 Va7/8
5/22	Honduras	Lloyd	N06/7	Ho6/10		
5/23	Celestial	Sprague	NY6/9	Bo6/11	Pa6/13	Ba6/14 Nf6/15
5/25	Del Aires	Delta	N06/10	Ho6/15		
5/31	Del Sud	Delta	N06/13			
5/31	Argentina	Mormac	NY6/12			
6/2	Mormacsun	Mormac	LA6/27	SF6/30	Va7/4	Se7/6 Po7/7
6/7	Colombia	Lloyd	N06/24	Ho6/29		
6/8	Del Viento	Delta	N06/26	Ho7/1		
6/14	Del Mar	Delta	N06/27			
6/19	Silversndl	Silver	LA7/13	SF7/17	Po7/23	Se8/3 Va8/8
6/21	Seafarer	PAB	LA7/10	SF7/12	Se7/18	Va7/18 Po7/21
6/22	Mexico	Lloyd	N07/8	Ho7/13		
6/22	Del Alba	Delta	N07/9	Ho7/14		
6/28	Del Valle	Delta	N07/12			
7/6	Del Campo	Delta	N07/25	Ho7/30		
7/12	Del Norte	Delta	N07/25			
7/15	Pathfinder	PAB	LA8/3	SF8/5	Se8/11	Va8/11 Po8/14
7/19	Silverteak	Silver	LA8/12	SF8/16	Po8/22	Se9/3 Va9/8
7/20	Del Monte	Delta	N08/8	Ho8/13		
7/26	Del Sud	Delta	N08/8			
8/3	Del Santos	Delta	N08/19	Ho8/24		

#### SAN JOSE

5/16	Anchor Hitch	Grace	Cristobal <sup>1</sup>	5/26
5/29	Ctll Nomad	Grace	LA6/7 SF6/10	Se6/15
6/5	Ctll Avnturer	Grace	Cristobal <sup>1</sup>	6/15
6/19	Anchor Hitch	Grace	LA6/28 SF7/1	Se7/6
6/23	Gunnors Knot	Grace	Cristobal <sup>1</sup>	7/3
7/5	Ctll Nomad	Grace	Cristobal <sup>1</sup>	7/15
7/9	Ctll Avnturer	Grace	LA7/18 SF7/21	Se7/26
7/27	Gunnors Knot	Grace	LA8/5 SF8/8	Se8/13

#### SANTOS

5/10	Mormacswan	Mormac	NY5/28	Bo5/31	Ba6/2	Pa6/4
5/12	Mormacpenn	Mormac	Ba5/24	Bo5/27	NY5/29	Ba6/1
5/12	Bowgran	IFC	NY6/3	Pa6/7	Bo6/9	M16/14
5/13	Mormacgulf	Mormac	LA6/9	SF6/12	Va6/16	Se6/18 Po6/20
5/15	Uruguay	Mormac	NY5/29			
5/16	Del Norte	Delta	N05/30			
5/18	Limburg	JavPac	LA6/10	SF6/14	Po6/20	Se7/3 Va7/8
5/18	Trader	PAB	LA6/7	SF6/9	Se6/15	Va6/15 Po6/18
5/18	Honduras	Lloyd	N06/7	Ho6/10		
5/19	Mormacmar	Mormac	Bo5/31	NY6/2	Pa6/5	Ba6/7 Nf6/9
5/20	Venezuela	Lloyd	NY6/6			
5/22	Celestial	Sprague	NY6/9	Bo6/11	Pa6/13	Ba6/14 Nf6/15

MAY, 1950

## FURNESS - PRINCE LINE SOUTH AMERICAN SERVICE

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SAILS SHIP LINE DUE

**SANTOS (Continued)**

5/23	Arendsdijk	Hol-Int	NY6/8	Bo6/10	HR6/14	Ba6/15	Pa6/16
5/23	Del Aires	Delta	N06/10	Ho6/15			
5/24	Bowmate	IFC	NY6/16	Pa6/21	Ba6/23	Bo6/25	M16/29
5/24	Pir Jensen	Nopal	N06/11	CC6/14	Ho6/15		
5/25	Mormacmail	Mormac	Jx6/7	Ba6/10	Pa6/12	NY6/14	Bo6/17 M16/21
5/29	Argentina	Mormac	NY6/12				
5/30	Del Sud	Delta	N06/13				
6/1	Mormacsaga	Mormac	NY6/13	Bo6/16	Ba6/18	Pa6/20	
6/1	Mormacsun	Mormac	LA6/27	SF6/30	Va7/4	Se7/6	Pa7/7
6/3	Colombia	Lloyd	N06/24	Ho6/29			
6/5	Argentina	Lloyd	NY6/22				
6/6	Del Viento	Delta	N06/26	Ho7/1			
6/10	Alwaki	Hol-Int	NY6/26	Bo6/28	HR7/1	Ba7/4	Pa7/6
6/13	Del Mar	Delta	N06/27				
6/18	Mexico	Lloyd	N07/8	Ho7/13			
6/18	Silversndi	Silver	LA7/13	SF7/17	Pa7/23	Se8/3	Va8/8
6/20	Seafarer	PAB	LA7/10	SF7/12	Se7/18	Va7/18	Pa7/21
6/20	Del Alba	Delta	N07/9	Ho7/14			
6/20	Peru	Lloyd	NY7/6				
6/27	Del Valle	Delta	N07/12				
7/4	Del Campo	Delta	N07/25	Ho7/30			
7/11	Del Norte	Delta	N07/25				
7/14	Pathfinder	PAB	LA8/3	SF8/5	Se8/11	Va8/11	Pa8/14
7/18	Silverleaf	Silver	LA8/12	SF8/16	Pa8/22	Se9/3	Va9/8
7/18	Del Monte	Delta	N08/8	Ho8/13			
7/25	Del Sud	Delta	N08/8				
8/1	Del Santos	Delta	N08/19	Ho8/24			

**VICTORIA**

5/10	Paraguay	Lloyd	N05/24	Ho5/27			
5/11	Alphacca	Hol-Int	NY5/24	Bo5/26	HR5/29	Ba5/30	Pa6/1
5/13	Del Santos	Delta	N05/27	Ho6/1			
5/25	Honduras	Lloyd	N07/7	Ho7/10			
5/25	Arendsdijk	Hol-Int	NY6/8	Ba6/10	HR6/14	Ba6/15	Pa6/16
5/27	Del Aires	Delta	N06/10	Ho6/15			
6/9	Colombia	Lloyd	N06/24	Ho6/29			
6/10	Del Viento	Delta	N06/26	Ho7/1			
6/12	Alwaki	Hol-Int	NY6/26	Bo6/28	HR7/1	Ba7/4	Pa7/6
6/24	Mexico	Lloyd	N07/8	Ho7/13			
7/8	Del Campo	Delta	N07/25	Ho7/30			
7/22	Del Monte	Delta	N08/8	Ho8/13			
8/5	Del Santos	Delta	N08/19	Ho8/24			

**TEA BERTHS**

**BATAVIA**

6/7 Howell Lks Lykes Ga Ho N07/23

**CALCUTTA**

5/20	City-Stfrd	Ell-Buck	StJ07/3	M17/10			
5/20	Silvermaple	Silver	LA7/5	SF7/9	Pa7/15	Se7/18	Vo7/20
5/23	Malancha	Cunard	Bo NY	Ba NF			
6/7	City-Brknhd	Ell-Buck	Bo7/9	NY7/11	Pa7/14	Ba7/15	N17/18
6/8	Samarinda	JavPac	LA7/15	SF7/19	Pa7/25	Se7/28	Va7/30
6/20	Lawak	JavPac	LA8/7	SF8/11	Pa8/17	Se8/20	Va8/22

**COLOMBO**

5/19 Silver Plane Silver LA6/26 SF6/30 Pa7/6 Se7/8 Va7/11

**HONGKONG**

5/19	Titania	Barb-Wn	SF6/11	LA6/13	NY6/27		
6/4	Fernside	Barb-Wn	SF6/27	LA6/29	NY7/13		
6/19	Trafalgar	Barb-Wn	SF7/12	SF7/14	NY7/28		
7/4	Tulane	Barb-Wn	LA7/29	NY8/13			

**KOBE**

5/11	Tancred	Barb-Wn	SF5/27	LA5/29	NY6/12		
5/26	Titania	Barb-Wn	SF6/11	LA6/13	NY6/27		
6/11	Fernside	Barb-Wn	SF6/27	LA6/29	NY7/13		
6/25	Trafalgar	Barb-Wn	SF7/12	SF7/14	NY7/28		
7/11	Tulane	Barb-Wn	LA7/29	NY8/13			

**SHIMIZU**

5/16 Hongkong PacTrans LA5/30 SF5/28

**SINGAPORE**

6/21 Howell Lks Lykes Ga Ho N07/23

**TANGA**

6/19 Afr Crescent Farrell NY7/28

MAY, 1950



*Serving*

**MEDITERRANEAN**

**BLACK SEA RED SEA INDIA  
PAKISTAN CEYLON BURMA**

**AMERICAN EXPORT  
LINES**

37-39 Broadway, New York 6, N.Y.



**Delta Line**

MISSISSIPPI SHIPPING COMPANY, INC.  
For Sailing Information Consult Our Offices  
**NEW ORLEANS ST. LOUIS  
NEW YORK CHICAGO WASHINGTON**

COMPANHIA  
**BRASILEIRA**  
DE CAFÉ

DEPENDABLE COFFEE SHIPPERS

from

**SANTOS and RIO**

EASTERN REPRESENTATIVES:

**Fairchild & Bolte**  
NEW YORK

When you want a real and uniform, strictly soft coffee, good cup, please ask for offers from

**Gabriel de Paula & Cia.**

Limitada

*The reliable shipper of Santos coffees*

P. O. BOX 271 **SANTOS** Cable: GABPAUL

**ORTEGA AND EMIGH, INC.**

**Coffee Importers**

Quality Coffees From

**COLOMBIA-SANTOS**

**GUATEMALA-EL SALVADOR-COSTA RICA**

**MEXICO-NICARAGUA**

461 Market St. San Francisco

SAILS SHIP LINE DUE

**YOKOHAMA**

5/15	Tancred	Barb-Wn SF5/27	LA5/29	NY6/12
5/30	Titania	Barb-Wn SF6/11	LA6/13	NY6/27
6/15	Fernside	Barb-Wn SF6/27	LA6/29	NY7/13
6/30	Trafalgar	Barb-Wn SF6/12	LA6/14	NY7/28
7/14	Tulane	Barb-Wn LA7/29	NY8/13	

<sup>1</sup> Will discharge U. S. ports, sufficient cargo offering.

New York, Boston, Philadelphia, Norfolk, Baltimore and Montreal.

<sup>2</sup> Accepts freight for New York, with transshipment at Cristobal, C. Z.

<sup>3</sup> Accepts freight for Atlantic and Gulf ports with transshipment at Cristobal, C. Z.

**It's Pebble Beach again**

(Continued from page 8)

Bros., Inc.; Walter Emmerling, of Ben Hur Products, Inc.; Royal A. Frew, of Wason Bros Co.; Ed Bransten, of M. J. B. Co.; and Harry D. Maxwell, agent, Hard and Rand, Inc.

The necrology committee chairman is Oswald Granicher, aided by Leo H. Baruh, of Wadhams & Co.; J. Wood, of the Wood Coffee Co.; and Andrew Mosley, of Breakfast Club Coffee, Inc.

Speakers and guests will include W. F. Williamson, secretary-manager of the National Coffee Association; Charles G. Lindsay, manager of the Pan American Coffee Bureau; Paul C. Daniels, U. S. Ambassador to the Organization of American States; James A. DeArmond, of J. A. Folger & Co., NCA president; Andres Uribe, representative on PACB of the National Federation of Coffee Growers of Colombia; W. D. Roussel, of the New Orleans office of Hard & Rand, Inc.; J. Fabrino, consul general of Brazil at San Francisco; Gebastian Ospina, consul general of Colombia at San Francisco, and A. K. Dar, consul general of India at San Francisco.

**Heathcote: "Lick problems"**

(Continued from page 12)

confidence by giving them a better product—and in that way gain back any lost ground.

Coffee is still one of the cheapest beverages known to man, and even if the sudden shock of high prices caused the housewife to brew less, or to turn to substitutes, I am sure this condition will be short-lived and consumption will again turn upward.

**Wright: "Consumer's reaction"**

(Continued from page 19)

has spoken these last few months in no uncertain terms. Time will tell whether her reaction will be permanent. She still likes coffee but how much and in what form is yet to be told.

**Vetoed Guatemala's coffee export tax**

The president of Guatemala has vetoed and returned to Congress for further study a bill raising the coffee export tax to 15 per cent ad valorem from the specific rate of \$1.50 per quintals, states a report from the United States embassy in Guatemala.

The action is reported to have been taken because coffee contract conditions have changed in recent months and it was believed that a program for the establishment of the new Coffee Institute, included in the bill, should be detailed and included in separate legislation.

COFFEE AND TEA INDUSTRIES



## Premiums

trends . . . offers . . . products . . . news

### Ehlers uses premiums to hold coffee position in tough New York area

Albert Ehlers, Inc., Brooklyn, N. Y., which has won a leading position in the New York metropolitan area market for its Ehlers Coffee, is making considerable use of premiums to hold that position.

Last year the firm ran a premium promotion in which a knife, fork and spoon made by the John Hull Cutlers Corp. was offered, as a set for 50 cents and proof of purchase from a package of Ehlers coffee or tea.

So successful was the offer, in terms of increased sales, that it was extended beyond the original expiration date of June 30th, 1949, was extended again to October, and was extended still again, this time to January, 1951.

The offer has been advertised by Ehlers as a one dollar retail value in newspapers, on the radio and through point-of-purchase cards.

In addition to this offer, Ehlers packs a Wellesley teaspoon inside the package of 48 teabags.

The company is now inserting a coupon in each package, for use by the customer instead of a can strip, label or bag front, in order to get the three-piece tableware set.

#### Offers

**Kroger:** Kroger has promoted its coffees in newspaper ads with the offer of a "glamorous Princess pattern pure-silver plated, richly etched" spoon in return for the dated end of a Spotlight or French Brand Coffee bag, or a two-inch piece of blue tear-off strip from a Kroger Coffee can.

The advertisements suggested that this spoon, limited to one to a family, be used to start a set. Other "units" were available with the purchase of any Kroger coffee. Unit A consisted of three teaspoons, available for 50 cents with proof of purchase; B, three oval soup spoons, also 50 cents; C, two tablespoons, 50 cents; D, knife, fork and spoon, 75 cents; E, three salad forks, 50 cents; F, three iced tea spoons, 50 cents.

**Medaglia D'Oro:** Medaglia D'Oro Coffee was promoted recently with the offer of six silver-plated demitasse spoons for 50 cents and one of the printed slips packed inside the can. This coffee, packed by S. A. Schonbrunn & Co., Inc., New York City, is a demi-tasse blend and roast, and the offer was therefore in keeping with the special feature of the product itself.

**Wilkins:** Tremendous response was reported by the John H. Wilkins Co., Washington, to its offer of a Cory glass coffee-maker for \$2.00 and two metal strips from Wilkins Coffee cans. The offer was advertised in newspapers and through spot commercials on seven radio stations. The seven-cup coffee-maker was said to have a retail value of \$4.95.

**Tetley:** Seven plastic refrigerator bowlcovers have been offered by the Tetley Tea Co., Inc., for 25 cents and

a Tetley Tea boxtop. Four-hundred-line newspaper ads promoting the deal included an order form.

#### Incentive Premiums

**Prize Book:** Sales management executives will be interested in the newest Cappel, MacDonald & Co. prize book. In the book, 1,460 nationally advertised items are attractively presented, ranging from \$1.00 to more than \$500.00 in cost to campaign sponsors. The prize book is departmentalized into 14 sections. An innovation is the manner in which each item is keyed alphabetically to its description on the same page on which it appears. Following a long established practice, each item is numbered and its cost interpreted in terms of "points."

**Jewel:** The Jewel Tea Co., Barrington, Ill., is awarding a sport shirt to route salesmen who earn a total of 160 or more points in a "Look Nifty in '50" campaign. Shirts will also go to advance salesmen who exceed their quotas by four delivered orders a week.

#### Products

**Loop Towel Holder:** The Lustr Ware Loop Towel Holder, said to impart that "modern touch" to any bathroom or kitchen, is a completely new accessory designed and manufactured by Columbus Plastic Products, Inc., Columbus, Ohio.



Now available in a variety of popular colors, several may be arranged to form a number of colorful design schemes. And they save up to three times the space required by ordinary towel holders.

A handsome holder for each member of the family makes them especially popular for bathrooms. The large free-swinging ring allows plenty of room for drying hand towels, wash cloths or dish towels.

Lustr Ware Loop Towel Holders are molded of durable Styron Plastic. They will not crack, peel or chip. An occasional once-over with a damp cloth keeps them beautiful for years. They come furnished with screws for easy mounting on wood or plaster.

**Flavo-Perk:** West Bend's electric Flavo-Perk coffee-maker is now fully automatic at no increase in price. The percolator is thermostatically controlled. You merely plug it in, it starts to perk in less than a minute, and the coffee brews automatically. Special features allow the use of drip grind coffee. The thermostat control stops perking action at just the right time, then keeps the coffee hot for serving indefinitely (but does not allow it to re-percolate). Capacity, eight cups. Retail price \$9.95, including appliance cord.

**Beverage Set:** A new beverage set, consisting of six 14-ounce unbreakable polyethylene tumblers of square bottom design and six apple shape coasters made of polystyrene, is announced by the Rogers Plastic Corp., West Warren, Mass.

Attractively packaged, the set is known as "The Princess." Color combinations are: red coasters with frosted white tumblers; yellow coasters with pastel green tumblers; and yellow coasters with pastel blue tumblers.

## Says trade agreements will affect Europe's coffee consumption more than prices

What may affect the level of coffee consumption in Europe even more than the prices are trade agreements and greater freedom of intra-European exchange, making possible an increase in trade generally, comments Edm. Schluter & Co., London, in its market letter. The British Ministry of Food has been in the market for Santos coffee, for which Britain has had to pay about two and a half times as much as on the occasion of the last (pre-devaluation) purchases last summer.

In Germany there is mounting evidence of a steady decrease in the sale of legitimately imported coffee. Black market supplies are derived from frontier smuggling from the west, parcels from abroad, sales by occupation troops, and now also supplies smuggled in from the east, the sale of which yield Russian-occupied territories much wanted western marks. All these operations are facilitated if not promoted by the enormous tax to which normal imports are subject, and until this anomalous situation is remedied, no improvement seems likely, since the German authorities are not always in a position to provide counter-measures for the illicit traffic.

### Coffee is a life saver

Harold Cohen, of Fall River, Mass., owes his life to a cup of coffee. Minutes after a friend invited him out for coffee, the roof of Mr. Cohen's office collapsed.

### Figures on coffee stocks, roastings are released by Gillette committee

Inventories of green and roasted coffee in the United States were higher on March 31st, 1950, than a year ago or at the end of 1949. These figures, compiled by the Bureau of the Census, were released by the Gillette committee:

#### Inventories, 585 Firms

Date	Green Coffee (Pounds)	Roasted Coffee (Pounds— Roasted Weight)
March 31, 1950.....	471,000,000	60,000,000
December 31, 1949.....	402,000,000	69,000,000
November 30, 1949.....	330,000,000	46,000,000
March 31, 1949.....	416,000,000	58,000,000
December 31, 1948.....	368,000,000	64,000,000

#### Quantity of Coffee Roasted, 448 Firms

Period	Amount Roasted (Pounds— Green Weight)
1st Quarter 1950.....	519,000,000
4th Quarter 1949.....	711,000,000
1st Quarter 1949.....	624,000,000

Data on green coffee inventories are limited to stocks which have cleared customs and are in the United States. Stocks in foreign trade zones or in general order custom bonded warehouses and any stocks held for Government agencies are not included.

Roasted coffee may be converted to green coffee weight by multiplying by the factor, 1.2.

## COFFEE

### Private Label Blending — Roasting — Packing

- Vacuum Tins or Jars
- 1-lb. Paper or Pliofilm Bags
- 3-oz. Restaurant Packs

We can meet your own particular need . . . or furnish a complete service from start to finish . . . supplying Green coffee, roasting to **your** specifications, blending to **your** standard, packing under **your** label.

. . . send samples of your coffee—we will match it and quote prices . . .

## EPPENS, SMITH CO., INC.

Borden Avenue and 21st Street, Long Island City 1, N. Y.

Telephone: STillwell 4-9320

BALTIMORE: 125 Lombard St., PHILADELPHIA: 55 So. Front St.  
BOSTON: 156 State Street NEW YORK: 100 Front St

## Coffee Movement In The U. S. Market

(Figures in 1,000 bags)

	Total Entries	Deliveries—from:			Visible Supply—1st of Month		
		Brazil	Others	Total	Brazil	Others	Total
		1949					
April .....	1,493	998	718	1,716	1,292	582	1,874
May .....	1,218	864	460	1,324	1,000	379	1,379
June .....	1,479	1,019	451	1,470	1,021	374	1,395
July .....	1,721	866	534	1,400	885	426	1,321
August .....	1,733	965	656	1,621	896	450	1,420
September .....	1,846	1,229	547	1,776	1,047	439	1,486
October .....	1,579	1,237	428	1,665	1,271	385	1,656
November .....	2,033	1,147	774	1,921	1,258	387	1,645
December .....	1,903	1,254	509	1,763	1,623	359	1,982
1950							
January .....	1,608	902	804	1,706	1,273	339	1,612
February .....	1,603	736	782	1,518	1,046	376	1,422
March .....	1,291	646	631	1,277	813	511	1,324
April (1-20) .....	812	508	456	964	885	384	1,469

Figures by N. Y. Coffee & Sugar Exchange, Inc., in bags of origin. (Preliminary)

### The Coffee Outlook

The coffee outlook seems to have become dependent on the answer to one question: What really happened to coffee consumption in this country as a result of the price increase last fall?

Up until a while ago there were differences of opinion among trade leaders on some phases of this matter, agreement on others. There were differences on whether coffee consumption in the home had been affected, agreement that coffee consumption in restaurants had dropped.

Now, however, we can't find anyone who still holds to the opinion that coffee consumption in the home has not been affected, volume-wise, by the October-November increase. The differences now are in the main on the extent of the decrease.

Some coffee men, probably on off-days, put the decrease at as high a figure as 40 per cent. Others take a far more moderate view of the drop.

The fact is that, as yet, the answer to this question is not yet established. When it does become known, we suspect there will be a good deal of surprise at how small the reduction in volume is, for the industry as a whole.

That the situation had its dangers is now appreciated

by many members of the trade here. There is probably less understanding of this fact in the producing countries.

Some roasters are convinced that we were beginning to find out, the hard way, where the resistance point is today on coffee prices—the retail price at which consumption starts to fade.

The Gillette Committee's figures on consumption, released last month for the first two months of the year, are entirely inadequate for the conclusion which the committee draws from them.

Much more cogent is the explanation made by Hills Bros. Coffee, Inc., for putting through a price decrease last month: "Although the green coffee market does not justify the current price reduction of two cents a pound, it has been definitely established that intense consumer resistance is encountered at 80 cent retail levels. Coffee growing countries must recognize this vital fact and support lower prices if they are to retain their vital market in the United States."

Most of the other leading roasters, apart from the chains, also reduced their prices two cents last month. There is some impression that, to a greater or lesser degree, in most instances the move was made to stimulate sales which the higher prices were discouraging, and that the move was made at the cost of already slim margins.

*Consolidated Carloads Our Specialty*

**Brookhattan Trucking Co., Inc.**

57 FRONT ST.

NEW YORK 4, N. Y.

BOWling Green 9-0780

*Serving The Coffee, Tea & Spice Trade For Many Years*

*Riverfront Warehouses*

**Bowne Morton's Stores, Inc.**

611 SMITH ST.

BROOKLYN, N. Y.

MAin 5-4680

N. Y. Phone: BOWling Green 9-0780

*Free And Bonded Warehouses*

**COFFEE ROASTING  
VACUUM PACKING**

*For the*

**TRADE**

A Complete COFFEE ROASTING SERVICE to the trade . . . We pack all type containers including vacuum cans and glass jars under YOUR label . . . For over 70 years the Haulenbeek Co. have been coffee roasters and packers to the trade. We have never sold coffee.

Whitehall 4-5137-8-9

**JOHN W. HAULENBECK CO., Inc.**

20 Fulton Street

New York 7, N. Y.

# THE EAST ASIATIC COMPANY, INC.

**BRAZILS**

**MILDS**

MEMBER OF  
**NCA**



**IMPORTERS OF GREEN COFFEE**

103 FRONT STREET

Cables: Cafasiatic: Teletype NY 1-1713X  
Telephone: WHitehall 3-6286-7-8

NEW YORK 5, N. Y.

## BRAZILIAN WARRANT COMPANY, INC.

**NEW YORK**  
91 Front Street

**NEW ORLEANS**  
223 Magazine Street

*Agents for*

**Brazilian Warrant Co., Ltd.**

London—Santos—Rio de Janeiro—Sao Paulo—Paranagua

**E. JOHNSTON & COMPANY, LTD.**

London—Santos—Rio de Janeiro—Paranagua

Old East African Trading Co.  
Mombassa, British East Africa

*Established in Brazil as Coffee Exporters in 1842  
Also All Growths African Coffees*

## W. R. GRACE & CO.

San Francisco

New York

New Orleans

### QUALITY COFFEES

#### Colombians

Medellin Armenia Manizales  
Tolima Girardot Libano

#### Central Americans

Guatemala Nicaragua  
Salvador Costa Rica

#### Ecuadorians

Unwashed Washed

### COFFEE



**Direct Connections in Most Coffee Producing Countries**

# Editorials

## The coffee promotion funds are here

The best news for coffee in years was brought to the United States last month by Theophilo de Andrade, president of the Pan-American Coffee Bureau.

Mr. Andrade, upon his return from Brazil, announced that "the transfer of funds previously authorized by Brazil, as its contribution to the Pan-American Coffee Bureau, has already been made."

This is welcome news to a coffee industry keenly aware, during the period we have just gone through, of the need for powerful, positive promotion on coffee.

Mr. Andrade added a note which is especially encouraging: "In addition, the Brazilian government is asking its Congress to arrange new credits for the future."

### Wise move

This is a wise move. It is all too clear that the gap in large-scale, industry-wide promotion of the past few years has been an expensive hiatus. Undoubtedly the industry would be in a far stronger position today had the promotion been continuous.

The problem now is to make up for the lost time as rapidly as possible.

What will undoubtedly be one of the objectives of the renewed industry-wide drive was indicated last month by Mr. Andrade. He pointed out that the purpose of PACB is to promote the consumption of coffee in the United States—and to keep the American public fully informed on all facts concerning the coffee industry and the coffee trade.

### Largest source

"Since coffee is the largest source of foreign exchange available to the majority of Latin-American countries and since this exchange makes possible the purchase of American-made goods by those countries, it is to the mutual advantage of Latin America and the United States that we make every effort within our means to continue and even increase the promotion of coffee here," he stressed. "Coffee is firmly entrenched as the favorite beverage of the American people, and we are certainly not going to let anything interfere with that position."

Mr. Andrade also had some opinions on the somewhat more tender subjects of crops and prices.

The next coffee crop, not available for export until next July, will be small as a result of the severe drought in Brazil last year, he felt. He pointed out that because of the widespread effects of the drought, Brazil's congress had approved a law authorizing the Bank of Brazil to finance coffee farming for the next three consecutive crops. This bill has already been signed by President Dutra.

### Stocks, prices, demand

"Inasmuch as there are no large stocks remaining from the last crop, aside from the usual port stocks, it is probable that the statistical equilibrium of coffee production will sharpen," he predicted. "However, if the American people are convinced that the product is worth what they pay for it, mere price will not deter them from the healthy habit of drinking coffee. Furthermore, they will gladly pay the price when they become aware of the misery which was the lot of Latin-American farmers during the long period when prices were unreasonably low. People in the United States must be made aware that the production of coffee represents a real struggle. This means the planting, the five-year waiting period before the trees begin to bear, cultivation, collection, processing and transportation of the coffee bean over a vast distance."

Of course, the renewed promotion will undoubtedly not be concerned solely with conveying a deeper understanding of coffee to the American people.

It will also be necessary to apply intensive promotion and merchandising to each of the many specific areas where potential coffee consumption exists.

We are confident that with renewed promotion based on the funds now available, the objectives indicated by Mr. Andrade—which the U. S. trade can wholeheartedly accept—can be realized. He put it this way:

### Good neighbor bond

"We want the American people to enjoy their favorite drink to the fullest, forgetting the unnecessary worries about coffee which beset them several months ago. Without a peaceful termination to the whole coffee problem, no cooperation is possible in the Western hemisphere. We must not forget that coffee is a vitally important bond between the United States and its good neighbors in Latin America."



# new \$1,000,000. tea program starts May 26<sup>TH</sup>!

## GEARED TO INCREASE YOUR TEA SALES 10% EACH YEAR!

For the first time, all major factors in the tea industry are united in the biggest program in history to sell tea.

**The time is right.** Tea is already on the march. During the 9-month period before coffee prices went up, wholesale to retail movement of tea in the U. S. increased 8%.

**The market is ready.** A New England survey of 70 stores shows that as a result of promotion these stores are making more profit from tea than they are from coffee. And a big Midwest chain reports that, as a result of continued promotion, tea sales are up about 60% in the past year.

### big full-color ads

will kick off the new advertising campaign May 26th. And ads will continue to appear in Life, Look, The Saturday Evening Post and Collier's throughout the year . . . with an ad in one magazine practically every week.

### in addition

full-color ads in Sunday magazine sections and dominant black-and-white ads will be used in 32 of the nation's leading newspapers.

### colorful display material and ad mats

are available to the grocery trade for tying in with this \$1,000,000 tea selling effort. Are you part of this great campaign? Are you getting your share of increased sales and profits? For further information write

**tea council, 500 Fifth Avenue, New York City**



Display poster

Backbar strip, easel stand

Formula card, menu tip-on

Ad mats, tear-off pad

## Here is your tea drive ammunition

Momentum on the big tea drive is building up. Meetings bringing facts about the Tea Council's "under pressure" campaign to the grocery trade and to packer salesman catering to the restaurant field have already been held in dozens of cities throughout the country. Some are underway as you read this, and more meetings are scheduled (see: "Coffee and Tea Industries," April issue, Page 39).

A good part of this grass-roots briefing centers on ammunition the Tea Council is making available through tea distributors to grocers and restaurant operators. These sales aids, carefully planned beforehand, are effective weapons. They take the tea drive right into the grocery store and the restaurant into the consumer at the point of purchase.

As any tea sales manager knows, that's the key thing—getting the campaign to the buyer. That's why the Tea Council's sales aids and point-of-purchase material is so important. That, too, is why the material is presented in easy reference form here—to help make sure that no tea packer overlooks any opportunity to take full advantage of this ammunition.

For the grocer, the Tea Council has three types of material: point-of-purchase aids for his store, tie-in mats for his advertising, and an "under pressure" brochure explaining the drive to the grocer himself.

These are the point-of-purchase aids:

1. **Display poster.** This piece—similar in color, tone and theme to the Tea Council's magazine ads—measures a big 18 by 24 inches, with an additional three-inch fold-over flap on top. That flap is there for a reason. When the poster is used as an overhead banner, the flap is folded over the wire and stapled, and that's all there is to setting it up. The poster can also be stapled or taped to the base of a mass tea display. And the size makes it very adequate, too, as a window poster. For this purpose, it need merely be stuck onto the glass with cellophane tape.

2. **Tea department marker.** This piece, which repeats the poster in another form, is suitable for use at the tea department itself, either in the metal stand on top of the showcase or stapled to a thin strip of wood braced by the tea packages. It can top off mass displays, too.

3. **Tear-off pad.** Color and tone of the ads and posters are echoed on this selling aid, a tear-off pad which can be

### FILMS TELL TEA DRIVE STORY

Tea distributors who want to arrange special showings of the sound-slide films, "New Leaf for Tea" or "The Case of the Missing Tea Bag," can obtain them from the Tea Council at \$25 for the first film and \$10 for the second.

"New Leaf for Tea" is aimed at the grocer market, "The Case of the Missing Tea Bag" at the restaurant field.

Both films explain the background of the drive and tell about the advertising and the point-of-purchase and promotion material.

tacked onto a shelf divider or inserted into the opening between the shelf and the shelf molding.

"Take one!" urges the bold headline on the colored head-piece of the pad. "The secret of good tea . . . How to make perfect tea, hot or iced."

Customers in the store can tear off a sheet which has, on one side, directions in jingle form for making hot and iced tea, and on the reverse side two recipes for tea drinks.


Apart from these point-of-purchase aids, the Tea Council has available other promotional material:

**Tie-in mats.** Available without charge to grocers, these vary in size and in theme. Some of the mats proclaim tea as the "great American cooler off-er!", others hammer at the "under pressure" idea, all allow space for brand name and price. One mat has the slogan: "Remember: tea costs less!"

With the mats come suggested tea selling lines which the grocer can use in making up his own ads and handbills. Here are some of the lines: "If you're under pressure . . . are you overlooking tea?" "When he comes home under pressure . . . give him tea for dinner." "Under pressure?—take it off with tea! "Tea makes good food taste better." "Tea steps you up but doesn't key you up!"

**Merchandising kits.** To help the salesman convince the grocer, merchandising kits have been developed. These kits contain actual samples of the display material and the brochure which explains what the tea drive is about and how the grocer can profit from it.

(Continued on page 50)



*Importers  
to the Tea Trade  
since 1846*

---

**Carter, Macy Company, Inc.**

**37-41 Old Slip, New York 5, N. Y.**

MEMBER: TEA ASSOCIATION OF U.S.A

# See more tea production, exports

## India, Pakistan: 1949 harvest a record, 1950 should be better

The 1949 harvest of tea in India and Pakistan reached a record high of 621 million pounds, according to the American embassy in New Delhi. This compares with a revised estimate of 592 million pounds in 1948, 587 million pounds in 1947, and an annual prewar (1935-39) average of 425 million pounds.

The increase in India's and Pakistan's 1949 production came from increased output in Northeast India, which produced about 475 million pounds in 1949 compared with a revised estimate of 446 million in 1948.

South India's tea output amounted to 101 million pounds in 1949, a slight increase over the 1948 harvest of 100 million pounds. Pakistan's 1949 production, estimated at 45 million pounds, is slightly lower than the 46 million pounds produced in 1948.

There was a distinct improvement in the quality of Indian tea harvested in 1949. As a result, India regained its position as the chief supplier of tea to the United States. In 1949, the United States imported 33.2 million pounds of tea from India and 31.7 million from Ceylon, compared with

1948 imports of 28.1 million pounds from India and 45.1 million from Ceylon.

Tea traders in India expect 1950 tea production to exceed the 1949 output. Production in Northeast India is expected to equal the record 1949 harvest, and production in South India and Pakistan is expected to exceed the 1949 crop.

The outlook for tea exports in 1950 is rather good. The improvement in quality achieved in 1949, increasing tea sales because of higher coffee prices, and the export promotion efforts of the government of India are encouraging.

However, the Indian Export Promotion Committee, appointed in July, 1949, warned of competition from Indonesia in the next two years. It advised the Indian government and the tea industry to face that competition when it comes by reducing production costs as much as possible, eliminating speculation in the export trade and selling to foreign markets at lower prices.

The committee was opposed to the existing export duty on tea and suggested that it be removed at an opportune time.

## Ceylon: Big question confronting producers is bulk contract

Ceylon produced 298.5 million pounds of tea in 1949 and exported 297.6 million pounds, the American embassy in Colombo reports. This compares with production of 298.7 million pounds in 1948, 298.5 million in 1947, and a prewar (1935-39) average of 231.5 million pounds. Exports were 296.1 million pounds in 1948, 287.3 million in 1947, and a prewar average of 221.6 million pounds.

The United Kingdom remained Ceylon's best tea customer, taking 120.5 million pounds in 1949 compared with 97.9 million pounds in 1948. Australia replaced the United States as the second leading market in 1949. Ceylon exported 33.8 million pounds of tea to Australia in 1949 and 36.0 million in 1948 compared with shipments to the United States of 26.4 million pounds in 1949 and 41.9 million in 1948.

Other important destinations for Ceylon's 1949 tea exports were Egypt, Union of South Africa, Canada and New Zealand.

The big question presently confronting the Ceylon tea industry is whether or not there will be a bulk purchase contract for 1950 with the United Kingdom Ministry of Food. The United Kingdom consumes nearly half of Ceylon's annual tea output, and the Ceylon trade feels that past contracts have given firmness and stability to the Colombo tea market.

Another matter of great interest is the discussion of the possible opening of the London Tea Auctions in 1951. One of Ceylon's objections to the reopening of the Mincing Lane Auctions is the loss of dollar earnings because of re-sales by London to the United States.

## Indonesia: Outlook is good for tea production to continue growth

In 1949, Indonesia produced 59.8 million pounds of tea, and exported 47.2 million, according to the American embassy in Djakarta. This is more than double Indonesia's 1948 production of 27.8 million and exports of 18.6 million, but only about a third the prewar (1935-39) average production of 170.1 million and exports of 153.2 million pounds.

There were few significant changes from the 1948 pattern of trade. The Netherlands continued to provide the largest market, taking 28.7 million pounds in 1949 compared with 11.3 million in 1948. Egypt and the Anglo-Egyptian Sudan replaced the United States as the second largest market in 1949, with shipments of 7.2 million pounds, compared with only 5.2 million for the United States. In 1948, Indonesia exported 3.9 million pounds of tea to the United States and 1.2 million to Egypt and the Anglo-Egyptian Sudan.

Other important destinations for Indonesia's 1949 tea shipments were Ireland, the United Kingdom, Canada, Iraq and Iran.

The outlook for continued recovery of tea production in Indonesia is promising. The 1950 harvest has been estimated at 77 million pounds. An Indonesian official has declared it is possible to increase tea production in Indonesia to 160 million pounds by 1954.

While it is doubtful that the total area planted to tea will be greatly extended during the next few years, the yield per acre is expected to increase steadily.

The degree of recovery depends in large measure on the maintenance of political and economic stability, solution of labor problems and acquisition of a larger supply of fertilizer for tea estates and adequate equipment for tea factories.

## Sees tea advertising — by Council, packers, grocers —topping \$5,000,000

The current drive to promote tea consumption in the United States will be backed by more than \$5,000,000 in advertising, according to an estimate reported last month in *Printers' Ink*.

The Tea Council, representing packers and growers, will spend \$1,100,000 (*this figure is now made larger—Ed.*) in its first national advertising campaign starting in magazines the end of May. The Leo Burnett Co., Inc., Chicago, is the agency. The rest of the money will come from increased advertising by tea packers.

Anthony Hyde, managing director of the Tea Bureau, estimates that tea packers spend almost \$3,000,000 a year for advertising. As a result of the Tea Council effort, he thinks this figure will increase from 25 to 50 per cent. Added tea advertising will come from the nation's grocery chains and independents, who are expected to use local newspapers to tie in with the campaign.

Packers, with budgets of \$25,000 or more, spent \$2,112,619 in 1948 in national magazines, network radio and newspapers compared with \$1,958,110 in 1947. Neither figure includes healthy sums spent in spot radio, car cards and outdoor. In 1948, the major expenditure was in newspapers, \$1,185,277; magazines were next with \$509,809, and network radio accounted for \$417,533.

A decided shift is expected in this year's expenditures, with healthier sums for magazines, radio and television. The Tea Council will spend the bulk of its appropriation in national magazines.

Current radio and television activities of the nation's biggest packer, Lipton (Arthur Godfrey's Talent Scouts), will help change the media picture. Lipton's budget is up considerably this year over last, with the most significant increase earmarked for television.

Newspapers will still get their share, however. Many of the large packers spend their money exclusively in this medium. Standard Brands is one of those with more aggressive plans in the works.

Industry-wide promotion will not eliminate competitive tea copy of individual packers. The small-budgeted companies will coast along with the added impetus provided by the Council's efforts. But the big boys will be selling their own brands and selling heavily. The advertising leaders are expected to retain their relative positions with increased budgets.

Biggest, in the order of their past advertising outlays, are Thomas J. Lipton, Inc.; Salada Tea Co., Inc.; Standard Brands, Inc. (Tender Leaf Tea); Tetley Tea Co., Inc.; Seeman Bros., Inc. (White Rose Tea).

Lipton will spend about \$4,000,000 for all product advertising this year, with added promotion emphasis on its tea this year over last. Tea accounts for about 50 per cent of company sales, according to Robert B. Smallwood, president. Young & Rubicam handles Lipton's tea advertising.

Local tea promotion for Standard Brands' Tender Leaf



IHW<sup>TEA</sup>

### But . . . Will YOUR Tea Sales Increase?

The Tea Council's million dollar Tea promotion program starts May 29th and it can't fail to enlarge the demand for Tea. The percentage of increase in sales of a particular brand, however, will depend largely on the timely cooperation and merchandising behind that brand.

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## Tea Movement into the United States

(Figures in 1,000 pounds)

	Jan. 1949	Feb. 1949	March 1949	April 1949	May 1949	June 1949	July 1949	Aug. 1949	Sept. 1949	Oct. 1949	Nov. 1949	Dec. 1949	Year 1949	Jan. 1950	Feb. 1950
<b>Black</b>															
Ceylon	3,286	2,924	3,458	3,269	2,821	3,461	1,297	3,079	1,593	1,224	2,946	2,465	31,828	2,179	1,825
India	3,544	2,282	2,663	3,170	2,012	2,190	1,357	3,270	2,400	4,477	3,285	3,718	34,368	4,528	4,761
Formosa	644	149	610	247	109	187	92	460	1,017	977	1,160	790	6,442	329	431
Java	1,136	461	871	1,058	1,280	889	848	1,182	521	361	572	197	9,375	544	735
Africa	49	188	140	1,232	376	1,186	382	742	304	418	295	111	5,423	200	423
Sumatra	171	198	5	271	248	107	180	261	215	109	36	51	1,853	144	...
Congou	7	51	137	27	13	61	33	45	49	18	1	2	444	6	...
Misc.	21	28	7	32	7	1	17	28	7	39	32	39	250	17	60
<b>Green</b>															
Japan	126	113	357	418	11	16	345	730	1,152	546	316	93	4,223	92	241
Ping Suey	20	21	41	38	18	31	...	...	...	...	...	...	169	...	...
Misc.	...	2	...	...	...	1	1	1	...	1	...	28	34	2	22
<b>Oolong</b>															
Formosa	...	39	46	2	17	12	54	...	...	94	181	84	530	33	55
Canton	19	10	9	6	5	12	20	14	18	16	15	20	166	4	7
Scentd. Ctnn	14	9	4	12	6	20	15	9	14	11	14	21	150	13	7
<b>Mixed</b>	15	8	12	8	5	3	13	6	19	5	12	26	134	4	7
<b>TOTALS</b>	<b>9,045</b>	<b>6,489</b>	<b>8,360</b>	<b>9,790</b>	<b>6,932</b>	<b>8,177</b>	<b>4,654</b>	<b>9,827</b>	<b>7,312</b>	<b>8,296</b>	<b>8,865</b>	<b>7,645</b>	<b>95,393</b>	<b>8,095</b>	<b>8,576</b>

Figures cover teas examined and passed, do not include rejections. Based on reports from U. S. Tea Examiner C. F. Hutchinson.

This table summarizes tea imports into the United States for a full year, by month and also by country of origin.

Tea will be stepped up in local media timed with the beginning of the Tea Council's campaign. About the first of June, the company will conduct a heavy newspaper, spot radio and point-of-sale campaign. Standard expects to increase its tea sales this year by at least ten per cent. Compton Advertising, Inc., is the agency.

### Sanders named general manager of new Tetley plant in Savannah

The Tetley Tea Co., Inc., has announced the appointment of Arthur L. Sanders as general manager of the new Tetley plant in Savannah, Georgia.

The first large shipment of tea ever to enter the Port of Savannah will be landed at the new plant early in June. A cargo of 3,000 chests will be delivered by the S. S. Eurybates, a Holt Blue Funnel ship.

The recently completed plant is built on waterfront property leased from the Georgia State Ports Authority in the first transaction of its kind ever handled by this agency. The Ports Authority is making extensive improvements in existing dock facilities so that shipping operations can be conducted right to the plant.

Occupying an area of 43,000 square feet, the new factory will increase the company's productive capacity by 50 per cent. The tea produced at this plant will supply the entire Southern territory, where Tetley's business is expanding rapidly.

### Trade mourns passing of Joe Crowell

The tea industry is mourning the death last month of Joseph Crowell, head of Theodore Crowell, Inc., New York City, one of the oldest warehouses in the country. The firm specialized in the warehousing of tea. Mr. Crowell, who was 74, had suffered a prolonged illness.

He is survived by a son, Walter, who is carrying on as head of the warehouse.

Joe Crowell, as the members of the trade called him, actually started his business career in the tea industry. That was back in 1896, when he joined the George Kester Co., which later became Irwin, McBride, Katherwood, Inc.

Several years later he joined his father, Theodore, in the warehousing business. He carried on as president of the firm after his father's death.

### 1950 tea standards are ready

The tea standards for the year beginning May 1st, 1950, are now available from the tea inspection service of the Food and Drug Administration, Federal Security Agency.

These standards are: 1. Formosa oolong; 2. Congou; 3. India; 4. Formosa black (to be used for Formosa and Japan blacks); 5. Japan green; 6. Gunpowder; 7. Scented Canton; 8. Canton oolong.

**DOMINIC J. VASKAS**

79 WALL STREET, NEW YORK 5, N. Y.

**TEA BROKER**

CABLE ADDRESS: VASKASTEAL, NEW YORK

MEMBER: TEA ASSOCIATION OF U. S. A.



Four WSTA members get a big kick out of Tea Council drive material. From left: R. R. Fraser, WSTA President Edward J. Spillane, Miller M. Riddle and Thomas B. Skahan. They helped arrange San Francisco meeting.

## San Francisco trade hears about tea drive at one of countrywide meetings

A well attended luncheon was held at the Sir Francis Drake Hotel, San Francisco, as part of the Tea Council's program to acquaint the tea trade with its promotion plan and the manner in which the \$1,000,000 fund will be spent for that purpose.

Ninety salesmen, sales-managers from chains, wholesale

houses, and packers and buyers attended. This was one of the series of meetings being held all over the country. The organizers of the local one were Miller M. Riddle, Thomas J. Lipton, Inc.; John Seigfried, Irwin-Harrisons-Whitney, Inc.; R. R. Fraser, Standard Brands, Inc.; T. B. Skahan, M. J. B. Co.; and J. D. Miller, A. Schilling & Co.

Miller Riddle acted as chairman and introduced the speakers Anthony Hyde, managing director of the Tea Bureau, and Fred A. Baxter, his assistant. After a few remarks by Mr. Hyde, an outline was given by Fred A. Baxter of the aims of the Tea Council, buttressed by a color-sound slide film on the methods and objectives of the promotional campaign.

## Mechanical tea plucking comes out second best in Malaya tests

Mechanical plucking of tea came out second best in trials of the Tarpen Trimmer conducted at the Federal Experiment Station, Malaya. The machine was tested against hand-plucking.

It was discovered that hand-plucking brought a higher yield of flush, cost less per pound harvested, resulted in a higher quality tea and did not have the handling problem presented by the heavy machine in the field.

Conclusion: The mechanical plucking unit is not economical or practical under the prevailing wage rates and system of planting tea in Malaya.

Prior to his election to the board of directors in 1948, Mr. Beane served two terms as chairman of the company's junior board of executives. He is a graduate of Western Maryland College, a member of the board of directors of

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# Tea Importers

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120 Wall Street

New York 5, N. Y.

Member: Tea Association of the U. S. A.

## Brazil grows two types of tea, spurs output

There are two distinct types of tea produced in Brazil: that of Ouro Preto (Minas Geraes) and that of Ribeira (São Paulo), according to the bulletin of Brazil's Federal Council of Foreign Trade.

The Ouro Preto types are grown at altitudes of from 1,200 to 1,500 meters and in a permeable soil, so that as the roots remain in dry soil there is relatively more moisture in the leaves. Ribeira tea has more humidity in the roots and the leaves, so that the Ouro type more nearly resembles the "Lipton" type of tea, especially insofar as the aroma is concerned.

The tea grown and prepared in Ouro Preto has a tannin content of 15.4 per cent, against the 14.3 per cent in the case of Indian tea, 12.2 per cent for Ceylon tea, and 9.5 per cent for China tea. Experts affirm that good quality teas should contain between 30 and 40 per cent of aqueous extract, while tannin content should not be below 8.2 per cent, and that, given equality of conditions so far as other characteristics are concerned, and in the case of different types of black tea, that which has the highest tannin content is the best.

For this reason, Brazilian tea from Ouro Preto, because of its fundamental qualities, rivals any other tea sold in Brazil, the bulletin declares.

The establishment of the Barão de Camargo Institute in 1940 on the grounds of the Botanic Garden, in Ouro Preto, by the government of the State of Minas Geraes not only stimulated the restoration of old tea plantations, dating from the year 1820, but was also responsible for the opening up

of new plantations. The total now exceeds 1,500,000 tea bushes in that mountainous region.

There is no doubt that tea production is a very remunerative industry, not only because of the high prices which the production fetches in consuming markets, but because of the small labor effort involved in the picking and manipulation of the crop.

Suitable soil is available, especially in the mountainous regions of the State of Minas, in the valley regions of São Paulo, and, according to recent advices, in the lands of the Lower Fluminense. These areas, so it is said, are more suitable for the production of tea than of any other crop.

From 71,776 kilos in 1938, exports of Brazilian tea increased to 533,179 kilos in 1948—that is, more than a seven-fold increase.

### Enters world market

Up to the end of the first World War, Brazil was a large importer of tea. In 1919, for example, imports reached 348,527 kilos. In 1929, however, the quantity had fallen to 277,726 kilos, and, in 1939, to only 75,542 kilos.

National production of tea is almost sufficient to meet national consumption. However, since 1937 Brazilian tea has also appeared in world markets. In that year shipments were made by way of experiment, the quantity being limited to 396 kilos. Even in 1938 the total was only 9,835 kilos.

From 1939 onwards, exports grew by leaps and bounds. This is shown by the following figures: 1939, 71,776 kilos,

*(Continued on page 70)*

## NORMANDY GOES TO TOWN

We have moved to our own larger factory and office building and we take this opportunity to invite you to visit us.

- **FIRST** in ICED TEA and attractively designed Individual Tea Bag Cartons cellophane wrapped.
- **FINEST** in Quality.
- **LOWEST COST** due to modern production facilities.

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Send your inquiries by letter or wire collect

## NORMANDY COFFEE & TEA CORPORATION

158 Richmond Street  
P.O. Box 102  
Staten Island 10, N. Y.

### Tea drive ammunition

(Continued from page 43)

Tea distributors who contribute to the promotion fund can get this display material without charge from the Tea Council for distribution through their salesman to grocer customers. Other firms can get the material from the Council at printer's cost.

For the restaurant, the Tea Council has a variety of in-store selling aids, a salesman's broadside and a merchandising kit.

These are the in-store selling aids:

1. *Iced-tea-glass display pieces.* Two kinds of displays have been developed, both in full color and silhouetted. One is all of 32 inches high and is mounted with an easel for use in the window, on the counter or on the floor. The other is 15½ inches high and can be had either gummed on the back, for use as a poster, or mounted with an easel.

2. *Table tent.* These are in blue and black and are printed on both sides, with room on each side for listing of the restaurant's daily special. Next to a picture of a glass of iced tea is the slogan: "We now serve iced tea with that 'homemade' full flavor."

3. *Menu tip-on.* Similar to the table tent, but without the fold for the "tent" effect, is this menu tip-on. Both sides of the tip-on are identical, so the restaurant has two places to fill in under the head: "Our special today!"

4. *Back bar strip.* This strip, which measures 20 inches long by four inches high, is gummed at both ends on the reverse side. Restaurants, soda fountains, hotels and other public feeding places can paste the strips onto windows, mirrors or behind counters.

In addition to these in-store selling aids, the following promotional material is also available.

*Formula card.* This card, printed in two colors on heavy stock, measures four by nine inches and can be tacked up in the restaurant right where the iced tea is prepared. It carries the title: "Official instructions for making 'home-made' full flavored iced tea," and goes on to explain the regular method and the concentrate method. On the reverse side are thumbnail testimonials from restaurant operators on 40 to 200 per cent increases in tea sales achieved with the two-ounce formula and promotional material.

*Package insert.* This insert is the same as the formula card, but is printed on paper instead of cardboard. It makes an effective "sell" when inserted in your institutional cartons.

*Salesman's broadside.* This piece has a double use. Your salesman can take it with him to his customers to bolster his talk. It can also be distributed as a self-mailer. When it's folded, the cover declares: "Here's proof you can double your iced tea sales." It opens once to an 8½ by 11 inch page of testimonials by restaurant operators on sales increases resulting from the use of the two-ounce formula; and it opens again to an 11 by 17 inch four-color spread which includes cost figures showing that the sale of just one extra glass of iced tea pays for the extra cost of brewing it the two-ounce way.

Tea distributors who contribute to the Tea Council's advertising fund are entitled without charge, for each salesman, to 30 pieces of the 15½ inch iced-tea-glass easel display, another 30 pieces of this display in poster form, 30 each of

(Continued on page 70)

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Betts Hartley & Huett, Ltd., London, Calcutta, Colombo

## Tea leaves

pointed comments by a tea trade dean

By **ROBERT A. LEWIS**

### Robert Fortune

A few years ago there came into the writer's possession that remarkable book, printed a century ago, by Robert Fortune entitled "A Journey to the Tea Countries of China, Including Sung-Lo and the Bohea Hills."

The journey included a visit to India, and the noted explorer-author describes the sending of large quantities of tea seeds to India in 1848. He relates, interestingly, facts about the tea farms in the Himalayas. It is a valuable book to own, a good one to look into.

You may be able to borrow it from the public library, and should you do so, you will find in it a vast storehouse of information about the pioneer work done by botanists and horticulturists a hundred years ago, when tea was just beginning to get a good start in England, Russia and America.

Robert Fortune, on this 1848 mission into the depths of China, went disguised as a wealthy Chinese Mandarin



Robert A. Lewis

accompanied by his Chinese servant, Wang. To be properly dressed necessitated having his head shaved. Wang was a fluent talker and understood more than one dialect, while Fortune had to assume the Kwan-hwa (or Court dialect) only, which enabled him to refrain from conversation. We once heard it said there were 40,000 characters in the Chinese language and many different dialects resulted.

In his quest for tea plants, Robert Fortune secured nearly 20,000 from the best black and green tea districts of Central China for introduction to the Himalayas region in India, where he found the soil and climate most fertile and capable of tea production on a large scale.

He wrote the following a hundred years ago—

"Tea in China is one of the necessities of life in the strictest sense of the word. In China the native never drinks cold water, which he abhors and considers unhealthy. Tea is his favorite drink from morning until night; not what we call tea mixed with milk and sugar, but the essence of the herb itself drawn out in pure boiling water. Those acquainted with the habits of this people can scarcely conceive the idea of the Chinese existing were they deprived of the tea-plant; and I am sure that the extensive use of this beverage adds much to the health and comfort of the great body of people."

The whole story of 398 pages is extremely fascinating, especially to a tea man, and in a way it may be considered "must reading."

When sipping your favorite tea—be it China, Formosa oolong or Ceylon-India blended—it will give added pleasure to pause and express a thought of gratitude to

(Continued on page 70)

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Members: Tea Association of U. S. A.; Green Coffee Assoc. of N. Y. C., Inc.; National Coffee Assoc. of U. S. A.

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# THE FLAVOR FIELD

Section of Coffee and Tea Industries, formerly The Spice Mill

## "We'll whistle while we work"

ASTA combines fun with business at first resort-site convention

By **LESTER W. JONES**, *President*  
*American Spice Trade Association*

Even though involved in one of the oldest trades in the world, members of the American Spice Trade Association are young in spirit and ideas. If further proof of this is needed, the following is offered in evidence.

For many years our conventions have been held in New York, which domiciles over 60 per cent of our active members. Last year, however, our Chicago members asked that the convention be held in the home of the meat packing industry. They urged that Chicago is centrally located, and would be well attended by members in the West and Middle West. Also, a convention in Chicago would enable us to entertain and preach the gospel of spices to one of the most important outlets, the meat industry. The board of directors was easily convinced. The Chicago committee chose the Edgewater Beach Hotel, which is some six miles from the heart of the city, and it was with some surprise that we found this distance to be beneficial rather than otherwise.

At the first roll-call, 60 member firms were represented by some 125 conventioners. Our surprise increased when we found that the number of members attending did not dwindle toward the end of the session as it had always done in the past. At former conventions about 40 member firms would be represented and, by the end of the last session, even fewer. In Chicago, besides an increase of 50 per cent in attendance, no one left the meetings early and altogether the interest in our business sessions was obviously greater than usual.

The reason for the improved attendance and enthusiasm is now apparent. In the heart of a metropolis other attractions are nearby, whereas at the Edgewater Beach Hotel it was necessary to take a half hour trip to reach the business and entertainment section of the city. So the members stood by until the gavel fell for the last time, and their interest was not distracted by dates at night clubs and such.

Encouraged by these facts, and from the apparently unanimous opinion that it had been the most successful convention in our history, the board decided to have this

year's convention in the country, even further away from the entertainment centers and the busy marts of trade. They chose the Shawnee Inn at Shawnee-on-Delaware, Pennsylvania, in the foothills of the Poconos, as an ideal spot.

A further innovation is the determination to have "less work and more play"—a definite trend in trade association conventions today. While our grandfathers would have frowned on such frivolity, it is becoming more and more apparent that the main benefit of conventions is the social contact with other members, which leads to friendships not only between suppliers and their customers, but also between competitors. Let them compete as they will in business hours, but "palsy-walsy" is the word when the boys are at play.

Shawnee Inn is entirely surrounded by one of the best known golf courses in the Eastern states, so golf tournaments will be in full swing during the afternoons. Tennis, croquet and innumerable other outdoor sports are entering our association life for the first time. Indeed, for better or for worse, we are breaking up our traditional programs.

However, we hope the three-hour business sessions every morning will be ample to care for the routine necessary to keep the wheels of our corporate mechanism in motion.

Again, in conformity with the trend, the ladies will be in evidence and will be invited to attend business sessions

*(Continued on page 72)*



The Shawnee Inn, where ASTA's 44th convention is being held.



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**SAGE**

*Best Wishes to the 1950 Convention*

**AMERICAN SPICE TRADE ASSOCIATION**

# The cradle of America's spice trade

Massachusetts is the cradle of the American spice trade. Its rock-strewn soil early forced its people to turn to the sea for a livelihood.

The first ship was launched in 1631. By 1676, over 400 vessels had been built in the colony. Massachusetts was to retain her maritime preeminence for 200 years. Not until the middle of the last century did the district of New York outstrip her in total tonnage afloat.

From the very beginning, Massachusetts shipping was focussed on the lands of spice. First came the West Indian trade, developed to tide the colony over the civil war period in England. By 1676, Boston was being referred to as the "Mart Town of the West Indies." Then came the trade with the Far East, developed in the late



By **ROXANNA BEEBE-CENTER, Chairman**  
*Massachusetts Committee*  
*American Spice Trade Association*

1700's to replace the West Indian trade disrupted by wars. Boston concentrated on China, Salem on the East Indies.

The tight hold which Massachusetts kept on this trade for over 50 years is shown by the fact that in 1857 the arrivals from the British East Indies, Manila, Batavia and China numbered 128 ships for Boston, 98 for New York and none for Philadelphia, Baltimore or New Orleans.

And what a trade it was! Samuel Eliot Morrison, in his fascinating "Maritime History of Massachusetts," cites figures on a voyage to China in 1810 of the "Pearl," out of Boston. The total outlay, including ship, is estimated at \$90,000. The net profit on the voyage—\$206,650.47.

Indeed, for a time the Town of Salem, then numbering less than 8,000 inhabitants was the pepper-trading center

(Continued on page 64)

## Program of ASTA's 44th annual convention

Following is the preliminary program for the 44th annual convention of the American Spice Trade Association, to be held at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania, May 21st through May 25th:

### Sunday, May 21st

4:00 p.m. — Registration in the lobby.

5:00 p.m. — Reception and cocktail party in the main lounge.

6:00 p.m. — Informal dinner.

### Monday, May 22nd

8:30 a.m. — Registration in the lobby.

9:30 a.m. — Color-sound movie in the main lounge, "For Us the Living," the story of the Food and Drug Administration.

9:30 a.m. — President Lester W. Jones opens convention. Dr. Arthur N. Prater, chairman ASTA research committee, on the association's research program. M. L. Van Norden, chairman of the Committee to Increase the Use of Spices, on ASTA's publicity program.

12 noon — Hospitality in the Totem Pole Room.

1 p.m. — Luncheon, with prominent speaker to be announced.

2:30 p.m. — Meeting of Grinder's Section, with chairman John J. Frank presiding. For all others, social and sports program.

6:30 p.m. — Outdoor barbecue (weather permitting) on an island in the Delaware River.

8:30 p.m. — Section meetings: Agents' and Brokers', Edward B. Polak, chairman; Dealers', Arthur G. Dunn, chairman; continuation of meeting of Grinders' Section. Program for ladies, with Charles E. Rogers as host.

10:30 p.m. — Dancing in the Grill Room.

### Tuesday, May 23rd

9:00 a.m. — Color sound movie in the main lounge, "America's Heritage of Hospitality," produced by the

National Restaurant Association.

9:30 a.m. — Business meeting, with Vice President Harry J. Schlichting presiding. Consideration of amendments to contracts and by-laws. Report for Contracts Committee by Edward B. Polak, chairman. Report for By-laws Committee by E. H. Sennhauser, chairman.

12:00 p.m. — Hospitality in the Totem Pole Room.

1:00 p.m. — Luncheon, prominent speaker to be announced.

2:30 p.m. — Social and sports program.

6:00 p.m. — Outdoor barbecue (if postponed from previous night). Otherwise, at 6:30 p.m., dinner indoors.

8:30 p.m. — Stag bowling tournament, American Legion Post, East Stroudsburg. Ladies program at Shawnee Inn, with Charles E. Rogers as host.

10:30 p.m. — Dancing in the Grill Room.

### Wednesday, May 24th

9:00 a.m. — Movies in the main lounge, "Stuff for Stuff" and "Round Trip," in celebration of International Trade Week.

9:30 a.m. — Annual meeting, with President Lester W. Jones presiding. Reports of officers and committees. Election of officers, directors and arbitration committee for coming year. New business.

12:30 p.m. — Hospitality in the Totem Pole Room.

1:00 p.m. — Luncheon, prominent speaker to be announced.

2:30 p.m. — Social and sports program.

7:00 p.m. — Reception in the main lounge.

7:30 p.m. — Annual banquet and dance. Presentation of sports prizes.

### Thursday, May 25th

Sports and recreation program in the morning. Check-out after luncheon.

# The spice year

By ERNEST H. WINTER, Executive Secretary  
American Spice Trade Association

As an editor of minor but determined talent, I was so flattered when asked by the editor of Coffee and Tea Industries (The Spice Mill) to compile a history of the spice year from my favorite publication, The Spice Letter, that I amazed myself by saying yes. I said it, however, with the idea in mind that it would be a simple job of clipping and pasting. I may yet learn that nothing in the writing field is as simple as that.

Following are the mangled remains of some 50 Spice Letters from which have been clipped highlights on each phase of our association's work — research, publicity, member relations, traffic, etc. As far as I can see, there is no earthly reason to read any further, but those who do may get a faint idea of the aims and activities of the American Spice Trade Association.



## ABC

Aided and abetted by a revived and enthusiastic publicity committee, the board of directors authorized the printing of 100,000 copies of the proposed "ABC of Spice Cookery." The board upped the committee's original request (50,000), feeling there would be no difficulty in selling the larger quantity.

A member who made helpful suggestions in the creating of our cookbook writes us as follows:

"Congratulations on your new cookbook the 'ABC of Spice Cookery.' Our advance copy arrived and it is a fine piece of work that fills a long-felt need. The editors are to be complimented on both the outstanding appearance as well as the contents."

## Loaders Strike?

It seems difficult to interest shippers (i.e., spice merchants) in such an impersonal subject as loading rates in New York. However, the Traffic Committee warns us that freight is being diverted from New York to other ports because of the unfavorable port charges and shipping rates out of New York. The loaders are demanding still higher pay, which if granted will aggravate the situation. So if you New Yorkers want your spices to come into or through your home town, lend a hand.

## With So Little

We have before us a scrap book 12 by 15 inches, consisting of 40 pages (we repeat, 40 pages) filled with clippings from newspapers and periodicals of all sorts, scripts of broadcasts, etc. These cover just one event—our Spice Premiere of Food Luncheon at the Astor Hotel on June 2nd. Strangely enough, these articles all say just about what we want them to.

It is difficult to imagine that one event could bring about so much publicity in the right places—or, to use a Church-

(Continued on page 66)

## 21 WAYS TO KILL AN ASSOCIATION — ASTA OR ANY OTHER TRADE ORGANIZATION

(We first saw this list in the "Weekly Spice Letter," pungent bulletin put out for the American Spice Trade Association by Executive Secretary Ernest H. Winter. It is a list which makes association-minded business men chuckle with a delight touched with grimness.—Ed.)

1. Don't come to the meetings.
2. But if you do come, come late.
3. If you do attend a meeting, find fault with the work of the officers and other members.
4. Never accept an office as it is easier to criticize than to do things.
5. Nevertheless, get sore if you are not appointed on a committee; but if you are, do not attend committee meetings.
6. If asked by the chairman to give your opinion regarding some important matter, tell him you have nothing to say. After the meeting, tell everyone how it should be done.
7. Do nothing more than is absolutely necessary; but when other members roll up their sleeves, and willingly, unselfishly use their ability to help matters along, howl that the association is run by a clique.
8. Don't bother about getting new members. Let the secretary do it.
9. When a banquet is being given, tell everybody money is being wasted on blow-outs which make a noise and accomplish nothing.
10. When no banquets are given, say the association is dead.
11. Asked to sit at the speakers' table, modestly refuse.
12. If you are not asked, resign.
13. Don't tell the association how it can help you, but if it doesn't help you, resign.
14. If the association doesn't correct abuses in your neighbor's business, howl that nothing is done.
15. If it calls attention to abuses in your own, resign.
16. When you attend a meeting, vote to do something and then do the opposite.
17. Agree to everything said at the meeting and disagree with it outside.
18. When asked for information, don't give it.
19. Talk cooperation for the other fellow with you; but never cooperate with him.
20. Curse the association for incompleteness of its information.
21. Get all the association gives you, but don't give anything.
22. When everything else fails, curse the secretary.



# *Greetings*

to the 44th Annual Convention

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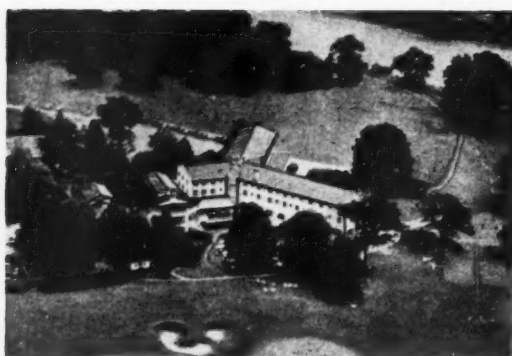
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Shawnee Inn, scene of the 1950 Spice Convention.

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## ASTA can be proud of achievements on major programs

By **FLETCHER H. LONG**, *Chairman  
American Spice Trade Association  
Maryland Committee*

This is a preconvention greeting from Baltimore, Maryland, the inland seaport of the Atlantic—the shortest route to the interior. It so happens that Baltimore is also the home of our president, Lester Jones.

Just now the spice trade members from this area look forward with high anticipation to our coming 44th annual convention. The president's "entourage" should have a most pleasant trip to Shawnee along a beautiful highway in the scenic Delaware River valley.

Lest we forget . . . We can hardly look forward to this convention without pleasant recollections of that 43rd convention at the Edgewater Beach in Chicago last year. Again our thanks to the fine fellows of Chicago who were our hosts and provided so thoughtfully for our



every need and wish. We look forward to seeing all of them again in Pennsylvania. We hope also that the same splendid representation from the Pacific Coast and other Western points will join with us from the East at this beautiful spot.

The convention last year was a departure from meetings in New York. This year's meeting in a strictly resort area, where there is no resident group of members, is an even greater venture. Therefore, the committee has a correspondingly greater responsibility. We understand, however, that great things can be expected in this back-to-nature setting.

The American Spice Trade Association can well be proud of its accomplishments, especially the great developments in the research and publicity programs. The great increase in membership recently is also most gratifying. The many important matters to be considered at this convention will be tackled with earnestness and zeal. By thorough cooperation, much should be accomplished to keep our industry on a sound and aggressive basis.

### **Madagascars not true cinnamon species?**

Doubt is expressed that the cinnamon offered as coming "from Madagascar" really comes from the true cinnamon species, *Cinnamomum zeylanicum*, in an article on the "Histology and Chemistry of Cinnamon from Madagascar" by Paul Jaeger and Pierre Duquenois in the *Annales Pharmaceutique Francais*. Certainly it is inferior to the Ceylon product, having a less fine flavor, a lower content of essence, and a high development in sclerified tissue and ballast substances, the authors declare.

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# Beam spice story to all homemakers

By M. L. VAN NORDEN, Chairman  
Committee to Increase the Use of Spices  
American Spice Trade Association

If someone wanted to determine the basic change in ASTA's public relations policy during the years, he could do no better than to make a simple comparison. He could get a copy of the booklet, "Season to Taste," (if he were lucky and could find one of these rare items), published by the association in 1938, and compare it with the booklet, "The A.B.C. of Spice Cookery," published by the association this year.

This comparison would reveal to him that the public relations approach of the association has changed materially in the past decade. Starting out with an appeal to gourmets, who were most prone to use spices at that time, the association's public has broadened until now it is obvious that it is addressing potentially every homemaker in America. The recipes in "The A.B.C. of Spice Cookery" are basic, forthright answers to the homemaker's daily cooking problems.

The same is true of our entire public relations picture these past few years. It can be said that our work is roughly divided into two phases:

1. The placement of articles and stories which create a warmth of feeling for spices in general. These are stories about the romance of spices, and their place in history.
2. The placement of recipes, food photographs and articles concerning the actual use of spices in cooking.

The backlog of accumulated publicity results through the years has made it possible for us to achieve notable success in both these categories. It would not have been possible for us to place such an article as that in the March, 1950, issue of *Holiday* magazine, had we not during previous years set the stage for an "acceptance" of spices and built up interest in spices to the point where an editor would feel that his readers would pay to buy an article about them.

Placement of material on actual uses of spices is at its highest in the history of the spice campaign. At the convention, board after board of clippings will testify to this. We have made more of our own food photographs this year than ever before, and these have won high acceptance among editors from coast to coast.

This is the second year of a planned publicity program, and we can report that we find it easier to accomplish our objective by knowing in advance, month for month, what we are to feature. Last year it was the "Spice of the Month" program. This year it is the American Spice Trade Association "Regional Cooking" program. We take a region of the United States each month, describe its cooking and feature the spices used. This approach

gives us a fresh "talking point" with an unending source of interesting material. Our research has revealed extremely interesting facts about spices. For example, in discussing Virginia Southern cookery, our "Spice of Life" release discovered this interesting description of Colonial cookery in the "Martha Washington Cook Book":

"Highly seasoned and spiced foods, meat cooked in wine with nutmeg and ginger; puddings, cakes, and creams with the lingering perfume of orange and rosewater were greatly prized. Condiments which have become rare, if not obsolete, in the cookery of the present and which, at best, may now be found only on the shelves of an apothecary were in daily use."

Our Regional Cooking program has unearthed original and interesting information about American cookery, and we are not only increasing interest in spices, but actually adding to the cultural background of food in this country. Our objective is not just a selfish one. We hope to help Americans understand their own native and inherited foods, and to enjoy them, because food was meant to be enjoyed.

We feel we are getting some place with our spice publicity program. With more than a decade of this type of promotion under our belts, we are more than ever on the move. We are experimenting, trying new approaches, and are ever alert to new opportunities to get our story across.

Sometimes we create our own opportunities, as in the case of the successful *Koffie-Praatje* we ran in February to promote Dutch caraway and poppy seeds. We ran this affair for food editors early in the morning—an unheard of thing in this business. We were warned it would not work, and that the editors would not come. They not

(Continued on page 79)

## ASTA'S CONVENTION COMMITTEES

*Credit for the business, recreation and social program at the 44th annual convention of the American Spice Trade Association should go to these ASTA members:*

William Archibald, Jr., chairman, convention committee; Harry J. Schlichting, vice chairman; Charles F. Mayer, food; John W. Blake, entertainment; Fred H. Matthei, transportation; Robert F. Sayia, finance; Carl A. Bruch, Edward B. Polak, hospitality; Ernest H. Winter, secretary and manager.

Assisting Mr. Matthei on transportation are Mr. Bruch and Lloyd C. Bellissime.

Working with Mr. Blake on entertainment and recreation is John Novak, as vice chairman of this committee. Mr. Blake, Mr. Novak, Mr. Matthei and Frank Ross are handling the bowling tournament. In charge of the golf tournament are Mr. Blake, Thomas F. Burns, Jr., and R. A. Favenza.

Director of the ladies program is Charles E. Rogers.



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## Joensson: "Outlook for major spices remains uncertain"

By ALFRED JOENSSON, Manager  
Joensson & Cross Division  
World Commerce Corp.

In an article printed in the April, 1949, issue of The Spice Mill, I drew attention to the developing scarcity and advancing prices of the major spices—black pepper, white pepper, red peppers, paprika, ginger and cloves—a trend which was somewhat in contradiction to the generally declining prices of most other commodities.

This advancing spice trend persisted strongly up to the time of the general currency devaluation in October, 1949, when a sharp decline occurred, but within a few weeks the advance was resumed with renewed vigor.

With the exception of red peppers and paprika, these spices are produced in the tropical belt, and since prices are anywhere from three times to ten times normal, it seems curious that the great price incentive has not yet had the customary sequence of large production. As a rule, the price cycle of these commodities takes about 11 years from high to low and from low to high, but the war and particularly the cold war, may easily be interrupting this cycle theory, even if its basic validity can be assumed.

**White Pepper:** This article is mainly produced on the island of Banka and in Sarawak (North Borneo). Both these cultivations were completely uprooted during the war. Sarawak is expected to produce the first postwar crop this autumn. Banka is not expected to produce in volume until 1951 or 1952. To some extent, the shortage is being met by decortication of black pepper.

### Black pepper

**Black Pepper:** The main crop before the war was the so-called "jungle production" in Sumatra, in the Lampongs. Probably owing to the prolonged unrest in Sumatra after the war, new production has been delayed. Large stocks which existed at the end of the war had almost completely been smuggled out via Singapore prior to 1950. India has not as yet increased her production to any extent. Consumption has decreased from a prewar normal of 55,000 tons to its present figure of 29,000 tons annually. The price stands at about ten times average normal, and visible supplies for this year are estimated by us at 25,000 tons.

Thus a hope of substantially lower prices is probably in vain, unless the use of spice oils—both synthetic and natural—and possibly of "imitation pepper" should further reduce consumption. Meanwhile, 1950 arrivals here are so far more than double those of last year. It is—in our opinion—fair to assume that larger supplies will become available next year.

**Cloves:** A renewal of large consumption in the Far East for the manufacture of clove cigarettes has caused prices to triple without alleviating the scarcity of this commodity, which scarcity is likely to continue well into next year.

**Ginger:** All grades of ginger—African, Jamaican, Cochin and Calicut—are short in supply, despite the fact that prices are two or three times normal. Present conditions are such

(Continued on page 72)

COFFEE AND TEA INDUSTRIES

# Progress in spice research

By **ARTHUR N. PRATER**, *Chairman  
American Spice Trade Association  
Research Committee*

A research committee was appointed by the American Spice Trade Association in April of 1947 to establish and supervise a general research program.

The original research committee consisted of O. J. Fiala, of Durkee Famous Foods; J. M. Fogelberg, of The R. T. French Co.; H. W. Kuhl, of McCormick & Co.; Charles F. Mayer, of H. J. Mayer & Sons, Inc.; and A. N. Prater, of Gentry, Inc.

During the past year the membership of this committee underwent certain changes. Charles F. Mayer resigned from active participation on the committee, but by unanimous vote of the committee was retained in a consulting capacity. In his place Miss Ruth Menke, of The Frank Tea & Spice Co., was appointed. Oliver J. Fiala resigned as chairman, and Arthur N. Prater was elected chairman for the ensuing year.

The research program instituted under the guidance of this committee consists of two broad sections: a. Sanitation, and b. Research.

## Sanitation

During 1949, that part of the program concerning the sanitary qualities of spices was continued along two general lines of approach—the improvement of examination methods and the collection of additional data regarding the sanitary qualities of spices.

While much progress has been made in the general field of examination methods, a complete, accurate understanding of the entire situation in regard to natural spices cannot be obtained until examinations are conducted on all lots of spices imported, for which examination permission must be granted by association members.

Through collaboration with government laboratories, member laboratories and others, much additional data have been collected concerning the qualities of spices, and these data are being presented to association members.

Studies are being made from data now available concerning the effect of seasons, geographical locations and other factors influencing the sanitary qualities of spices. This type of study is useful, and the completed reports will serve to assist in educating vendors at the location of the original sources of supply.

## Research

The ultimate aim of the research phase of the committee's program is the determination of the positive attributes of spices, such as their characteristics and properties. This has involved a thorough study of nat-

tural spices, with special emphasis upon those qualities and properties for which natural spices are used. We have previously reported upon two of the papers which have appeared as a result of this work:

1. L. C. Cartwright and Robt. A. Nanz, "Flavors Improved, Sales Boosted Through Organoleptic Tests," *Food Industries*, 20, 1608-1611, 1710-1712 (1948)
2. L. C. Cartwright and Robt. A. Nanz, "Comparative Evaluation of Foods," *Food Technology*, 2, 330-336 (1948)

As has been pointed out, these papers deal primarily with the establishment of methods and techniques for the comparative evaluation of spices, with particular attention being paid to the various flavor qualities of value in the particular spices under consideration.

Another paper—"The Comparative Evaluation of Spices," II, "Flavor Evaluation of Natural Spices and Spice Substitutes in Representative Test Foods," by Robert A. Nanz, Cornelia A. Tyler and L. C. Cartwright—is in press and will be published in "Food Technology" in the near future.

In this paper, data are given on hot and mild capsicums, caraway, cassia, cloves, coriander, ginger, mace, mustard, nutmeg, paprika, white pepper, black pepper and sage.

Using the techniques described in earlier papers, quantitative evaluations have been made as to the strength and the quality of the flavor of these spices and spice substitutes, and the data have been subjected to statistical analyses of the flavor scores.

General agreement between the results obtained for the same spices and spice substitutes in different test foods confirms the reliability and dependability of the method. The scoring system and the standards used in the spice evaluation work were designed to reflect criteria of consumer acceptability.

## Conclusion

It is concluded from the data in this paper that spice substitutes in general, including oils, oleoresins, sugar and salt based extractives and oils and oleoresins with added emulsifying agents, are of poorer quality with respect to color, odor and flavor than the corresponding natural spices, whether scored alone or in any various test foods.

The extraction of the essential oils and/or oleoresins from the natural spices failed to yield all of the true flavor components and evidence is presented in this paper of alteration or deterioration of flavor due to sorption bases or added emulsifiers in some of the spice substitutes and to oxidation and rancidity in others.

Data from this paper indicates that in general, separation of the flavor-bearing components of natural spices from their original cellular loci, replete with natural antioxidants and other protective factors, results in alteration and reduced stability of the flavor. This was shown most conclusively when natural spices and spice substitutes, both on the straight flavoring materials and in various



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test foods, were evaluated under carefully controlled equivalent conditions.

It was further concluded in this paper that even when unusually large amounts of the spice substitutes greater than the manufacturer's recommended levels were used, the spice substitutes failed to measure up in quality.

Additional papers giving further data from the results of the research program are in process of preparation, and will be submitted to scientific journals when completed.

As part of the long-range program of the association's research committee, plans have been made for the establishment of research fellowships in the various fields of spice technology. One of these fields, in which no accurate data exist, is the field of the natural anti-oxidants present in spices.

After a survey and a study of all the groups working in the anti-oxidant field, it was decided to establish a fellowship in the field of anti-oxidants in natural spices at the Hormel Institute, Austin, Minnesota. The Hormel Institute is a branch of The Graduate School of the University of Minnesota and the Fellowship will be under the supervision of Dr. W. O. Lundberg, Director of the Hormel Institute.

### Cradle of America's spice trade

(Continued from page 55)

of the world. In 1793, a Salem captain heard in Sumatra a rumor of wild pepper on the northwest coast of that island. On his next trip he returned with a pepper cargo that sold for 700 per cent. As Morrison puts it "The town went pepper mad!" Ten Salem ships visited Sumatra in 1830. The Eliza, Capt. James Cook, brought in over a million pounds of pepper in a single trip.

With such a heritage, it is not surprising that the three Massachusetts members of the American Spice Trade Association are long-established concerns. Together they represent 287 years in the spice business. One of these indeed, has been in business since "Mr. Madison's War" and is America's oldest spice millers.

The three concerns are family affairs. Their presidents succeeded members of their families, and they in turn intend to hand their businesses on to their sons and grandsons.

#### Grinders

The president of the Cunningham Spice Co. is William Cunningham, who followed his father. Mr. Dillingham, president of D & L Slade, is a Slade on his mother's side. Stickney & Poor was in the hands of the Stickneys until 1891, when James S. Murphy took over; Roxanna Beebe-Center, its present head, is his daughter.

The three concerns are spice grinders, not shipping concerns. Since the early 1800's Massachusetts has changed from a seafaring community to a manufacturing one. Its own population has increased tenfold, and the population which it can economically reach has increased by twice that factor. Habits have also changed. Home grinding is out and so is the paper bag. The three concerns still draw spices from abroad, naturally. Boston shipping is still of paramount interest to them.

Their first task, however, is to process and package the spices and distribute them to Mr. & Mrs. Consumer throughout New England.

COFFEE AND TEA INDUSTRIES

# The pepper story

Last of two articles on the history, botany, processing of a key spice

Pepper berries, gathered from the vine into small baskets, undergo treatments which vary according to whether black pepper or white pepper is to be the product.

For black pepper, the spikes are collected when most of the berries are ripe and have a deep red color. Women and children spread the spikes out on reed mats to dry under the hot tropical sun.

In some parts of India and in the East Indies the spikes are plunged into boiling water before they are spread out in the sun, a step which hastens the drying process, toughens the skin of the berries and gives them a better, deeper color.

As they dry, the berries become quite black, and they are then rubbed and sifted by hand to separate them from their stalks.

These steps are carried through by natives, who gather and prepare only three or four bags each, which they then bring down to the trading ports.

Some of the pepper companies which export in large quantities and operate their own plantations make use of commercial dryers, which use perforated plates under which open fires are built. On such plantations the berries are fumigated, as well as dried.

In Java, small smoke houses, built from palm trees, are used in processing the pepper. Very damp wood is burned in the smoke houses, producing a thick smoke which is channeled through a pipe for release under the floor on which the pepper berries are spread out to dry. This explains why Java pepper sometimes has a heavy, smoky odor.

Other smoke room methods, too, are used in the East Indies, but the purpose of all of them is to toughen the pepper berries and to dry them quickly against the approach of the damp season. Pepper is highly susceptible to mold, and rapid drying is essential for a first class commercial product.

Some of the berries on each spike are always unripe and green, and these berries do not wither quickly, as do the red-ripe ones. Plunging the spike into boiling water not only makes for quicker sun drying; it also ripens the green berries, in a botanical sense, and they then turn black rapidly.

During the drying process, whether by sun or artificial heat, the berries must be turned over frequently to forestall mildew.

By **DR. KARL H. LANDES**, *President*  
**Karl H. Landes, Inc.**

When the end product is to be white pepper, the berries are allowed to mature on the spikes much longer. White pepper is the ripened seed of the pepper berry, deprived of its outer skin and pulp. Picking is delayed until all the berries are fully developed and ripe. Cutting back the vine aids the production of spikes and of fully developed berries.

The common method used by the Chinese to make white pepper is to detach the vine from the branches and to thrash them or walk on them, making the berries fall off. The berries are gathered in a large jute bag and are soaked for ten days in water. Whenever possible, a running, unshaded stream is used, so that the water is sun-warmed. The warmth and the flowing water accelerate the decomposition of the skin and the pulp.

When skin and pulp are soft and loose, the berries are transferred to large, wooden tubs where they are trampled and washed until all vines and stalks are detached. Then the peppercorns are taken out and dried, either under the sun or in commercial dryers.

The finest grade of white pepper known commercially in this market is Java Muntok, grown and processed on the island of Bangka and usually shipped from Muntok.

Some very bold and fine white pepper has been shipped in the last ten or 15 years from British Borneo, or Sarawak.

Early in 1900 there was shipped from Penang some white pepper made from Sumatra black pepper. This pepper had been soaked in milk and lime for a few weeks, and the outer skins had been rubbed by hand until the peppercorns were white, and when they were dried in the sun, they had a slight coating of lime. This was, of course, a fraud, and the Pure Food and Drug Administration, when they discovered it, said the berries could not be brought into this country for human consumption.

The hulls removed from the berries in making white pepper were sometimes sold for distilling purposes, but mostly were thrown away as having no commercial value. At

*(Continued on page 72)*

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**BLACK PEPPER • CASSIA**

**IMPORTERS**

**DEALERS**

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## The spice year

(Continued from page 56)

chillian phrase, "doing so much with so little" . . . We're getting around.

### ASTA Goes To College

Ever since the inception of the research program, the committee has had two objectives, namely, the Sanitation Program and the development of the Positive Attributes of Spices. The Sanitation Program has been in operation for some two years.

In an effort to determine the presence or absence of anti-oxidants (preservative properties) in various common spices and to develop and pursue any positive findings, the board of directors authorized a fellowship at the Hormel Institute of the University of Minnesota, to be financed by the association.

### Second Breakfast Een Koffie Praatie op komst

Promptly at 9:00 a.m., foodwriters and radio broadcasters and such started drifting into the Netherland Club dining room for our Koffie Praatie (a little chatje over a cupje of coffee) in search of a story for their millions of listeners and readers all over this country and Canada.

The main purpose of such affairs is, of course, the publicity. It is too early to judge the results, but Clementine Paddleford had two columns in the N.Y. Herald Tribune; Nancy Craig used most of her half hour on the radio the same day, and Susan Adams even featured the seeds on television on Wednesday night.

Tops in direct results: A baker's supply house telephoned bright and early Wednesday morning and asked where they could buy Dutch poppy seed.

Tops in something or other: One lady of the press telephoned, "I just loved no speeches."

### Want To Make A Speech?

On occasion, members of our association are asked to make speeches about spices before groups such as women's clubs. Our public relations counsel offered to help and somewhat surprisingly, at least to us, the response was immediate and spontaneous.

Here is an example of a paragraph sent to one of our grinders for use in addressing cookery schools:

"It is not by coincidence that the French, who are among the world's best cooks, are also masters in the art of using spices, seeds and herbs. With shoeleather and a good spice shelf, they can outrank a filet mignon."

What a punch line for a closing sentence!

### The Spice of Life

Once a month we release to the press, radio broadcasters, etc., a three or four page letter called "The Spice of Life," (dedicated to the American housewife). This cozy little sheet discusses one spice, or group of spices, known as "The Spice of the Month," with a general description and an explanation of how it can be used most deliciously.

Picture, if you will, a harried columnist or radio broadcaster sweating to fill up the next day's food column. Suddenly The Spice of Life drops into his lap—for free. Does he use it? He does. The result is that the columnist gets his column and we get our story to many millions of people. He gets helped—we get helped—all God's chillun gets helped.

### A Major Triumph

In the February 15th issue of Holiday magazine is an eight-page article entitled "Spice to Taste," about the back-

(Continued on page 79)

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base will flavor and  
color a gallon of syrup,  
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mix, 100 pounds of finished product.





Hand pollinating the blossoms



Spreading beans to cure in the sun



Bundling the beans for final packing

## Schmidt, back from tour, puts Mexico's 1950 vanilla crop at 100,000 pounds

The present vanilla crop in Mexico will yield about 100,000 pounds of cured beans of all grades, one third the normal crop for that country.

This estimate was made last month by James S. Schmidt, manager of the vanilla department of Dodge & Olcott, Inc., in an article in *D & O News*, the company's house organ. Mr. Schmidt recently returned from a tour of the vanilla bean producing areas in Mexico and brought back with him motion pictures as well as market information.

In contrast to what was once a long, hard journey by rail and old auto over dirt roads, with the last leg on horseback, sometimes through bandit-infested country, Jim—as he is known in the trade—made this trip in a matter of hours in comfort, according to the article. Leaving LaGuardia Airport in a DC-6, he arrived in Mexico City a few hours later. After a night's rest he drove in a late model car over newly built roads to Tecoluta, a new resort city on the Gulf of Mexico, about 250 miles north of Vera Cruz. Making his headquarters at Tecoluta, he visited most of the important vanilla curers, all located within a radius of about 150 miles. Some of the very important ones are in the villages of Papantla, Martinez de la Torre and Gutierrez Zamora.

Mr. Schmidt said he found the current crop in very strong hands. Approximately half of the crop is already sold to American buyers for future delivery and the balance is being held for higher prices. The entire crop should be ready for shipment between May and July. A small quantity of cuts will be ready for shipment before that time.

With the certainty of a short 1950 crop, interest is already directed toward the 1951 crop. Jim toured the vanilla cultivating areas, and from the blossoms estimated that next year's crop, providing normal climatic conditions prevail, will be 350,000 to 400,000 pounds.

Although transportation facilities have improved in Mexico, the problem of purchasing vanilla beans has become more complicated. In keeping with the progressive development of Mexico, the cost of doing business has increased for the curers. As a result of rising costs there is a constant attempt to upgrade beans for higher prices. Only thoroughly experienced buyers can assure maintenance of standards and thus protect the extract manufacturers from these manipulations.

Originating in Mexico the vanilla vine was transported to Madagascar, the prime source of Bourbon beans. The recent increased popularity of Mexican cured beans has

caused the Madagascar government to send an expert to Mexico to study the curing methods. Jim spent several years in Madagascar, and on meeting this representative of the Madagascar government discovered they had many mutual friends there.

The recent annual meeting of the Vanilla Bean Association of America elected Jim Schmidt vice president.

## Madagascar vanilla vines hit by cyclone; see output cut for several years

Vanilla vines on Madagascar were severely damaged recently when a cyclone struck the island's main vanilla-growing in a 25-mile swath, according to the American consulate general in Tananarive.

The full extent of the damage will not be known until the pods are marked in May, but it now appears that production will be reduced at least 200,000 pounds a year for the next three or four years.

The United States consumes most of the world's production of vanilla beans, most of which are grown in Madagascar. Madagascar and the nearby Comoro Islands produced a normal crop of 990,000 pounds of vanilla beans in 1948, but exceptionally dry weather reduced the 1949 production to about 390,000 pounds. The 1950 vanilla bean production in Madagascar and the Comoros now is expected to amount to about 770,000 pounds.

Stocks of vanilla beans in Madagascar amounted to about 660,000 pounds at the end of 1949, but heavy exports to France and the United States reduced these stocks to roughly 350,000 pounds by the first of February 1950. On March 23, 1950, vanilla bean stocks in Madagascar were estimated at around 225,000 pounds. Madagascar destroyed 1,400,000 pounds of vanilla beans in 1948 in an attempt to stabilize the market.

Exporters in Madagascar expect very good prices for vanilla beans in 1950. One important exporter has stated that he would refuse to ship any vanilla beans at less than \$4.50 per pound, f.o.b., for seconds-down.

### Trade mourns passing of F. O. Daiker

F. O. Daiker, sales manager of F. Ritter & Co., Los Angeles, died from a stroke suffered last month while gardening in his back yard. Mr. Daiker was connected with the Katz organization for the past 12 years and prior to that time was production manager for Arden Farms for 29 years.

He is survived by his wife, Mrs. Jennie Daiker. Mr. Daiker had many friends in the flavor industry.



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## USDA develops glass standards for classifying color of maple syrup

The U. S. Department of Agriculture has revealed that permanent colored-glass standards for use in classifying the color of maple syrup, to replace the carmel-glycerine solutions now used in the application of the United States standards for grades for this syrup, have been developed by the Bureau of Agricultural and Industrial Chemistry and the Production and Marketing Administration.

The color of the carmel-glycerine solutions is not stable, and their use as color standards has not been entirely satisfactory.

The Department's three color standards for maple syrup—"light amber," "medium amber," and "dark amber"—heretofore represented by the carmel-glycerine solutions, have now been reproduced in permanent amber-colored glass so that no change can take place.

For use with the glass color standards, a square-type sample bottle for syrup has been adopted by the Department's research workers. The new bottle has the advantages of being inexpensive and easily available, providing a thick layer of syrup that facilitates precise classification and a sample of uniform thickness, not possible with the cylindrical bottle now in use.

The work was financed in part with Research and Marketing Act funds. A complete description of the new comparator (the frame holding the three color standards) and the procedure in using it and information on where it can be obtained are available from the Fruit and Vegetable Branch of PMA, Washington 25, D. C., and the Bureau of Agricultural and Industrial Chemistry, Eastern Regional Research Laboratory, Philadelphia 18, Pa.

## To open vanilla extract factory in Mexico

Orland Gaya Montini, of Gutierrez Zamora, Vera Cruz state, Mexico, has been granted a federal franchise to establish and operate a factory to produce natural extract of vanilla. The franchise, in accordance with the law allows special privileges for the establishment of new industries for Mexico, grants exemption from federal taxes for five years from the time the plant starts and duty franking during that period on machinery, equipment and materials the factory must import.

## Mexico expanding cacao production

Mexico's 1950 production of cacao beans is expected by trade sources to reach an all-time record and to exceed the large 1947 production of 15,518,000 pounds. The 1949 crop has been unofficially estimated at 13,228,000 pounds and the 1948 crop was officially reported at 14,330,000 pounds, according to the American embassy in Mexico City.

The large production since 1946 enabled Mexico to shift from an importer to an exporter of cacao beans.

## Check new methods against rules

If a change of sealing method or procedure is proposed, check to make sure that the new method conforms with carrier regulations.

COFFEE AND TEA INDUSTRIES

## Flavorettes

### Glycerine in flavoring and coloring products

"Why Glycerin For Foods?", a booklet containing information regarding the uses of U.S.P. glycerine in handling and preparation of many types of foods and beverages, has been published by the Glycerine Producers' Association. It combines technical data of concern to the chemist, with interesting facts about usage for the non-technical user. One section is on glycerine in flavoring and coloring products.

### Carsch named Chicago manager by Polak

Polak & Schwarz announces the recent appointment of Gustav Carsch as manager of their Chicago branch. Having been connected with P & S as a sales representative in the midwest territory for several years, Mr. Carsch is well acquainted with the flavoring problems of the trade.

### Bill Lakritz joins Million Mile Club

Bill Lakritz, president of Florasynth Laboratories, recently became a member of the Million Mile Club. United Airlines issued him a membership card, together with nine stars for his wall plaque. Mr. Lakritz was one of the first members of the 100,000 Mile Club. His constant program of keeping up with the wide-spread Florasynth interests means hopping from one place to another—quickly. It means little to Mr. Lakritz to swing from Montreal to Mexico City, and New York to Frisco in a few days.

### Snell expands research facilities

Dr. Foster Dee Snell, president of Foster D. Snell, Inc., New York City industrial consultants in the fields of chemistry, bacteriology and engineering, has announced the purchase of laboratories of the G. C. Supplee Research Corp., Bainbridge, N. Y. This purchase gives the Snell organization an integrated unit for the supply of rats and the running of vitamin determinations on animals. Management of the unit by E. L. Clark will continue as in the past.

### Bulldo pilot plant for frozen apple juice concentrate

Apple Concentrates, Inc., Sterling Junction, Mass., is building a pilot plant in West Concord, Mass., for the production of a frozen apple juice concentrate. The National Research Corp., Cambridge, Mass., has assumed responsibility for the design and construction of the plant and has entered into a long-term license agreement whereby future developments in the field will be available to the new company.

It is expected that operation of the plant will begin this season.

### Textbook on cloves is published

The story of the clove tree and its products is now told in detail in one book. Written by G. E. Tidbury, agricultural officer of the Zanzibar Protectorate, "The Clove Tree" covers all aspects of the subject. Crosby Lockwood & Son, Ltd., London, is the publisher.

MAY, 1950



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## Brazil grows two types

(Continued from page 49)

530,445 cruzeiros; 1940, 91,507 kilos, 865,080 cruzeiros; 1941, 134,163 kilos, 1,579,903 cruzeiros; 1942, 203,260 kilos, 5,545,480 cruzeiros; 1943, 146,525 kilos, 4,606,759 cruzeiros; 1944, 246,657 kilos, 4,810,088 cruzeiros; 1945, 292,410 kilos, 4,922,179 cruzeiros; 1946, 456,153 kilos, 8,329,486 cruzeiros; 1947, 491,862 kilos, 9,809,480 cruzeiros; 1948, 533,179 kilos, 10,705,598 cruzeiros.

Germany was one of the first countries to import tea from Brazil. During the second World War shipments were largely confined to South American countries. In 1948 Argentina was the best customer.

## Tea drive ammunition

(Continued from page 50)

the back bar strip, the formula card and the salesman's broadside, 300 each of the table tent and the menu tip-on. They may also have any reasonable quantity of the package insert. Non-contributors may also get the material, but at printer's cost.

## Lewis: "Robert Fortune"

(Continued from page 51)

the early pioneers who had the vision to undergo severe hardships in the development of what has come to be the world's most popular beverage.

As this issue goes to press, we are on the threshold of a big summertime tea business. The season is short. Every effort should be made to stock, trade and display iced tea advertising material, even before the hot sizzling weather is here to suggest tall glasses of iced tea in the daily diet.

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## Give new packages fresh shelf appeal

Keyed to stronger sales appeal and consumer needs, the Rokeach spice line has been repackaged, along with the other foods manufactured by I. Rokeach & Sons, Inc.

Research by the designers, the Koodin-Lapow Associates, New York City, uncovered the fact that spice containers invariably were stored with the narrow edge of the canister facing front. On the new packages, therefore, bold logos-types on both narrow ends identify the spice and eliminate margin for error in home usage.

Distinction through use of color, too, is achieved in the spice containers, permitting ready identification, even at a distance. Each spice is indicated by a different color on the body of the package: yellow for ginger; blue for black pepper; orange for paprika, green for white pepper and a warm brown for cinnamon.

The packaging aims to project the quickly recognizable Rokeach identity by the use of a new trademark design theme and seal. The "IR" trademark in strong, decorative script and the super-imposed "Rokeach" in a bold logotype bind the group into a tightly knit family. This trademark has been planned to provide forceful movement on the grocers shelves. Preliminary store tests have more than confirmed this important merchandising asset, in that the visual movement provided by the trademark is a striking attention-getter, with considerable display effectiveness.

### Why the redesign?

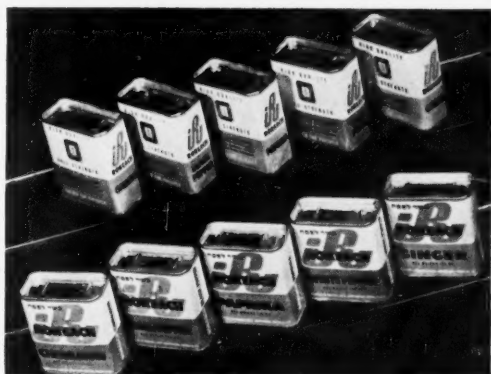
"The need for redesigning our labels," explains Henry Gamson, Rokeach president, "was first felt by the corporation shortly after the war, when distributors and grocers alike pointed out that our label designs lacked modernity and were not in keeping with the quality of our products."

Much planning and study went into the design of the new Rokeach packages. "Unfortunately," comment Ben Koodin and Harry Lapow, the designers, "most judgments of packages are made under ideal conditions. These pitfalls were avoided by studying the basic design plan, display, colors, and general sales appeal as they appear under actual competitive sales conditions on the grocers' shelves and under normal and sub-standard lighting conditions."

The redesigned line utilizes two-color printing to achieve individuality and distinctive character. Even though the colors vary on different packages, the "IR" and the super-imposed "Rokeach" tie the group into a family line.

Going beyond the label redesign stage, the design has also been applied to the shipping containers, with the new Rokeach "IR" trade-mark a dominant factor.

In order to help the stock clerk identify the shipping containers quickly, the containers are in three quickly recognizable categories. This has been accomplished by the use of color. All soups and associated products are in a carton with the "IR" appearing against a red background; the specialty products (oils, honey, shortening, fish, etc.) in the carton with the "IR" against a green background; and the cleanser products in the carton with the "IR" against a blue background.



New design has name of spice on sides of containers.

It had been common practice on split orders for the distributor to slit the shipping cartons in half. It was found that considerable spoilage resulted sometimes when the knife penetrated the contents. This has now been overcome by a line of demarcation for safe cutting printed as an integral part of the carton design.

The new shipping case design has Rokeach identification on all sides, permitting quick product recognition and strong display in the warehouse, as well as with the merchandise in the store.

The sales stimulus created by the new Rokeach packaging has already made itself felt, with distributors and grocers alike indicating their enthusiasm in the new line.

Advertising and promotion-wise, the new Rokeach packaging has already started to prove its worth to the company and to its advertising agency, The Keilson Co. A concentrated program of billboard, trade and newspaper advertising is already applying the new Rokeach trademark and attractive labelling as an active "tool" in basic promotion to project the Rokeach products.

### New mustard jars double as piggy banks

**Mustard Carton:** A point-of-sale ad-card printed on the inside of the cover of the 24-jar Gedney "Piggy Bank" Mustard carton becomes part of an interesting display when the carton is cut and opened according to instructions.

The individual jars of mustard are in the shape of piglets and when the mustard has all been used and the jar washed, make intriguing children's penny banks.

The unit is compact and easily handled and can be readily converted to a counter display by use of a sharp knife and a few moments' time. The display was designed by Erwin, Wasey & Co., Minneapolis, for the M. A. Gedney Co.



## Packettes

**Roberts:** The election of C. W. Roberts as vice president of the American Can Co. in charge of the Pacific division has been announced by D. W. Figgis, chairman of the board of directors. He succeeds the late E. H. Bell, who died last January.

Mr. Roberts, a native of California, where he spent several years in manufacturing and supervisory positions with the can manufacturing firm, will make his new headquarters in San Francisco. Until his election as vice president he had been assistant general manager of manufacture in the company's headquarters offices in New York.

During his long association with the company in the Pacific division, Mr. Roberts served at various times in each of the districts in the division including Vancouver, B. C., and the Hawaiian Islands.

**Gair:** George E. Dyke, president of Robert Gair Company, Inc., New York City, manufacturers of folding cartons and corrugated and solid fibre shipping containers, announces two new appointments. George B. Greenwood has been made manager of the industrial relations department. Irving S. White has been appointed manager of the industrial engineering department. Both men have been in the industrial engineering department, as manager and senior engineer respectively, and have been associated with the Gair company for over 15 years.

**Hepenstal:** R. F. Hepenstal has been appointed assistant general manager of manufacture for the American Can Co., according to an announcement by R. C. Taylor, vice president in charge of manufacturing.

Mr. Hepenstal will continue to make his headquarters in the container-manufacturing company's general offices in New York where he has served as manager of manufacture for the Atlantic division since 1948.

### New Literature

**Testing Methods:** "The Little Packaging Library," a series of useful packaging and shipping information booklets published by The Hinde & Dauch Paper Co., Sandusky, Ohio, has been extended to 11 volumes, the latest being a study of the testing methods recommended in determining the quality of corrugated shipping boxes.

Entitled "How to Test Corrugated Shipping Boxes," the

new addition to the series describes the various scientific tests and testing equipment used by responsible corrugated box manufacturers to pre-determine the efficiency of corrugated boxes in the protection of products in shipment and in storage. Listing the "minimum requirements" as established by the Consolidated Freight Classification Rule 41, postal and express regulations, "How to Test" explains the methods by which box quality is checked against required standards.

### The pepper story

(Continued from page 65)

least, that was the practice in the good old days of 1936, 1937 and 1938, when whole black pepper was selling at 4½ cents per pound in carload lots and white pepper as low at 10 to 12 cents per pound.

Prices have changed, however, and at the present writing, in 1950, black pepper has reached a record of \$1.44 per pound, unprecedented in world history. White pepper has been completely priced out of this market at \$2.50 per pound. We are finding, in this situation, that frequently pepper hulls are finding their way into whole black pepper, and shipments have been received from India in recent years containing as high as 15 to 20 per cent pepper hulls.

With prices where they are today on black and white pepper, the art of adding hulls certainly offers temptation.

This phase will undoubtedly pass, however, and in passing will undoubtedly carry with it companies which yielded to this temptation.

### Joensson: "Outlook cloudy"

(Continued from page 62)

that the scarcity will continue until the new crop becomes available.

**Red Peppers:** Most imported grades—with the exception of a newcomer, Turkish Chillies—continue scarce, and whether this autumn's production of domestic and foreign chillies and capsicums will bring any definite relief is as yet unknown. Meanwhile, the scarcity of black pepper may well cause an increased consumption of oleoresin capsicum, and this is a point to remember.

Paprika bids fair to be quite scarce until the new crops relieve the situation. The failure of the Portuguese crop and the condemnation of the Chilean paprika, as being adulterated with artificial coloring matter, accentuate the scarcity.

All in all the outlook for these major spices remains clouded and uncertain.

### We'll whistle while we work

(Continued from page 53)

if they are so inclined. Some are even bringing their children, for whom the management supplies nursery schools and sitters. The American Spice Trade Association is keeping up-to-date and enjoying it.

One of the main features of our former conventions was a luncheon to food writers, as part of our publicity campaign. This is not being neglected, and a luncheon to that end will be given in New York at a later date.

The year 1949 and 1950 have been interesting and with spice business at high pressure. The climax will be our 44th annual convention which will be under similar pressure—but "we'll whistle while we work."

# San Francisco Samplings

By MARK M. HALL

■ ■ Packers report that the tea business is good. It is believed that the grocery stocks have been filled up since the warehouseman's strike, and still the demand continues strong. Buying, at the time of this writing, is ahead of the same month last year, by as much as 15 to 30 per cent. For quality, costs have been higher, up from two to three cents over last year. Any decreases in prices due to devaluation have been offset.

■ ■ Relief from the drastic cutback in Brazilian coffee cargoes is expected this summer by San Francisco shipping and importing interests.

With four steamship lines serving Pacific Coast ports from the East Coast of South America, coffee cargoes last March were only a third of those in March, 1948.

However, return of normal cargoes from Brazil should come with the end of the Central American season in May. James A. DeArmond, vice president J. A. Folger & Co. and president of the National Coffee Association, predicts.

■ ■ According to Olin Howell, of Ziel & Co., Inc., recent auctions in India resulted in sales to soft currency countries at prices which, converted into dollars at the legal rate, would represent almost fantastic prices. However, it is expected that before the present crop is marketed, January through May, there will be about 3,000 tons or more available for export. This amount will not comprise all quality plantation coffees, but would include a certain quantity of flats (unwashed) and Robusta flats (unwashed).

■ ■ Richard D. Quinlan, of Parrott & Co., returned last month from a six weeks trip to Central and South America, during which he visited eight different countries. His impression was that coffee stocks were pretty well sold out, and he

felt that prices would hold about where they are.

While in Peru he went tuna fishing, and found it great sport, with a fine catch to his credit. He did not, he said, "have to try several oceans and foreign countries before having any luck," like George Theirbach. The difference was that he caught his fish further away from home, instead of just outside the Golden Gate, the scene of George Theirbach's haul.



From cowboy to coffee importer and broker—that's the history of Joseph G. Hooper, Jr.

■ ■ From at "home on the range" to the activities of a coffee importer and broker in San Francisco might suggest in a few words the life story of Joseph G. Hooper, Jr., of the firm bearing his name. Born in San Francisco of pioneer stock, with a grandfather who was a "forty-niner," he graduated from Lowell High School in 1912 and then made for the cattle country of Mono County, California, to become a cowboy.

After following that life for some time, he decided that he would make a career out of agriculture and livestock and returned home to enter the University of California at Davis. During his vacations he worked on ranches in Nevada as a ranch hand and cowboy. After graduation he went to Mason Valley, Nevada, began as a cowboy and worked up to foreman.

From then on, his rise was rapid. He

soon became land commissioner for a number of large cattle companies which required the handling of leases, management of ranches and sale of cattle, and he finally was made secretary and treasurer and member of the board of directors of these companies.

Strangely enough he had to quit life in the country and return to San Francisco because of his health. Hard and Rand, Inc., first stimulated his interest in coffee. Joseph G. Hooper began his coffee career with Alexander Balart & Co., he worked next for Hard & Rand, Inc., put in a short period for the Otis, McAllister Cos., and then opened offices for himself in 1937.

The Joseph G. Hooper, Jr., Co., has grown steadily since its inception. It is no easy thing to break into the coffee business. Part of his success is no doubt due his ability to play with figures. He is continually working out tables, showing trends in the coffee trade, figures for this and for that—material which makes a picture where coffee is and where it is going.

■ ■ J. A. Thompson, of the Blue Ribbon Products Co., is reported to be going on a tour of Europe in his car.

■ ■ Tom Duff, of Leon Israel & Bros., Inc., left for Brazil and will be gone for two months. He expects to do considerable traveling in the coffee-producing countries.

■ ■ Harry Maxwell, of Hard & Rand, Inc., attended the wedding recently of the daughter of Wesley Becker, the company's agent in Chicago. The event took place in Chicago, and Mr. Maxwell was able to include it in a trip he made to the East and to New York.

■ ■ John Castleman and Trevor Arkell, of Nabob Foods, Ltd., Vancouver, B. C., spent a day or two in San Francisco last April.

■ ■ Ed. B. Howatt, of the C. G. Cambron Co., has been confined to St. Mary's Hospital for several weeks, but latest reports are that he is doing well and expects to be back on the street before long. Fred W. Rubland has been helping him

(Continued on page 78)

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# New York News

■ ■ The New York trade was glad to welcome Rui Gomes de Almeida, president of the Centro do Comercio de Café do Rio de Janeiro, who stopped off for about a week on his return from a trip to Europe. Mr. Gomes de Almeida, who was accompanied by his wife, is also vice-president of the Federation of Commercial Associations of Brazil and vice president of the Commercial Association of Rio. He is associated with the firm of Maciel, Gomes & Cia., Ltda.

There is no reason for coffee prices to fall, Mr. Gomes de Almeida declared. On the other hand, there is a strong possibility that the United States may lose its top ranking in commercial relations with Brazil. European countries are eager to increase their trade with Brazil, and in 1949, England, France and the Netherlands did increase this trade by 40 per cent, mainly at the expense of United States exports, even though Brazilians would have preferred American products. The dollar shortage was the big obstacle—and the only really important means there is for Brazilians to get dollars with which to make purchases in the United States is through coffee. Mr. Gomes de Almeida emphasized. He felt this was a key factor in consideration of coffee prices.

Mr. Gomes de Almeida was planning to return to Brazil on the Moore-McCormack liner Argentina.

■ ■ A roaster and a green coffee man are each going to carry away a trophy cup from the one-day annual golf tournament of the New York trade, being held at the Hackensack Golf Club, Oradell, N. J., on Tuesday, June 13th. The cup which will go to the roaster with the lowest score has been donated by the New York City Green Coffee Association, and the green coffee man who is winner will get a cup donated by the New York Coffee Roasters' Association.

■ ■ The annual meeting of the directors of the Pan-American Coffee Bureau, which is underway as this is being written, brought to town distinguished representatives of producing countries. Theophilo de Andrade, PACB president, was back from Brazil with the good news that the coffee promotion money had been cleared. Delegates on hand from other countries were: Dr. Mario da Camara (Brazil), Dr. Emilio Toro and Andres Uribe (Colombia), Ramon Aguilar (Costa Rica), Dr. Guillermo Rubiera (Cuba), Jose Leon Flores (El Salvador), Dr. Enrique Lopez-Herrarte and Victor Aguilar Pelaez (Guatemala), Fernando Zamora Millan and Julian Rodriguez Adame (Mexico), General Joaquim Cocco (Dominican Republic) and Dr. Carlos Rodriguez Jimenez (Venezuela).

■ ■ A cocktail party at the Ambassador Hotel was given by the directors of the National Coffee Association in honor of the delegates to the annual PACB meeting.

■ ■ In town, too, for a joint meeting of NCA's brewing committee and hotel and restaurant committee were prominent coffee folk from the Midwest and the Pacific Coast. Among them were: J. Colm, of the Continental Coffee Co., Chicago; Roy Farmer, Farmer Bros., Los Angeles; J. S. Garvett, Churchill, Inc., Miami; Clarence Irish, Hoosier Coffee Co., Indianapolis; Bill Waldschmidt, Otis McAllister Companies, Los Angeles; George Thierbach, Jones-Thierbach Co., San Francisco; and Leonard W. Olson, Central Grocers Cooperative, Inc., Chicago.

■ ■ Another distinguished visitor to New York was James A. De Armond, of J. A. Folger & Co., San Francisco, NCA president. While here, Mr. De Armond attended the NCA cocktail party to the PACB delegates. He then headed for Houston, Texas, for the meeting of the NCA board of directors.

■ ■ About 150 people will be at the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania, for the weekend outing of the New York City Green Coffee Association on June 2nd-4th. That's the expectation at the time this is being written, according to Elmer Florance, secretary of the organization.

In charge of arrangements are John Cargill, Durand Fletcher, Arthur Pfeiffer, Henry Scheffer and Jim Sullivan.

■ ■ They're thinning fast, the ranks of eligible bachelors in the coffee trade.

Front Street is extending congratulations and best wishes to Jerry Neuman, of Jos. Martinson & Co., who was married last month to the former Miss Gore.

■ ■ A retail coffee store is being set up in Atlantic City by Auburn M. Harrigan, who was raised in Trinidad where he learned about coffee on the plantations. He has a similar knowledge of cocoa and Tonka beans. Mr. Harrigan is planning to import his own coffee from Trinidad for sale in his store.

■ ■ Jayme de Paula, of Gabriel de Paula & Cia, Ltda., well known shippers of Santos coffee, was in the United States with his wife on a honeymoon trip recently. They arrived in New Orleans on the Delta Line's Del Mar, and during the next weeks visited Los Angeles, San Francisco, Yosemite, Niagara Falls and New York City. While here, he made his headquarters at Fairchild & Bolte.

■ ■ Earl B. Ackerman, president of the Otis McAllister Coffee Corp., has announced that James M. Byrnes was elected vice president of the corporation at a board of directors meeting in New York City early in April. On hand for the meeting were J. B. S. Johnson, C. E. Strobel, E. E. Hood and Brit Johnson, all of San Francisco, and Mr. Ackerman and S. B. Willey, of New York. Mr. Byrnes joined the Otis organization on June 1st, 1943, and has managed their Chicago office ever since. The promotion to vice presidency is a well-earned tribute to Mr. Byrnes's success, according to Mr. Ackerman.

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# New Orleans Notes

By W. McKENNON

■ ■ Frank B. Johnston, of the Otis McAllister Coffee Corp., has returned from a business trip to the interior.

■ ■ Isidore Reisfeld, of St. Louis, accompanied by Mrs. Reisfeld, spent some time in New Orleans, making his headquarters at his home office, J. Aron and Co., Inc., 336 Magazine St.

■ ■ W. W. Snyder, of Leon Israel and Bros., Inc., Chicago, was in New Orleans recently on business.

■ ■ Friends and acquaintances in the trade were saddened by the recent death of Paul Hank. Mr. Hank, head of the Brazil Sales Agency, which position he had occupied for the past 20 years, had been in the coffee business for many years. He will be missed by his numerous associates.

■ ■ Kent Satterlee, of Bright and Co., has been appointed chairman of the Cancer fund drive for the coffee district and is contacting members of the trade with good results.

■ ■ Chandler Mackey, of C. A. Mackey and Co., Inc., New York City, was a recent visitor in New Orleans.

■ ■ Phil Ricks, partner of Adolph C. Ricks and Co., traveled up to St. Louis and the interior markets last month.

■ ■ Albert H. Start recently made a trip through the Midwest and East, visiting coffee contacts in the interests of the Mississippi Shipping Co.

■ ■ Austin A. O'Brien is back at his desk at Nash, O'Brien and McMahon here, after a stay at the New York offices.

■ ■ C. J. Lafaye, of W. D. Roussel, recently made the rounds of the southeastern territory in the interests of the firm.

■ ■ Earl M. Zander, of Zander and Co., Inc., is back at his desk after a business trip through the South.

■ ■ Visitors to New Orleans were Charles Wantz, of the E. R. Godfrey and Sons Co., Milwaukee, and Mrs. Wantz.

■ ■ Jayme de Paula, export manager of Gabriel de Paula and Cia, Ltda, Santos, with Mrs. de Paula, passed through New Orleans recently on a honeymoon trip through the states which will include a visit to Niagara Falls.

■ ■ Manuel Lopez, Minister of Public Works of El Salvador, was in New

Orleans in April for a medical checkup. He discussed coffee prices, saying El Salvador did not profit by the recent high market, as their crop was sold before the market soared. He added that he feared prices could be down again when this year's crop is marketed.

■ ■ David Kattan, in his official capacity, as U.S. representative of the National Coffee Committee of Honduras, has accepted the invitation to attend the meeting of the Central American-Mexico Coffee Growers' Federation, to be held at Tegucigalpa, Honduras, May 12 to 20.

## St. Louis

By LEE H. NOLTE

■ ■ Recently a very bad fire broke out in the three buildings of the Commercial Coffee Co. In fact, two of the units were so badly damaged it is not advisable to rebuild them. Fortunately, the roasting plant was located in the third building, which was not gutted. The fire started in a building of the Mesker Iron Co., which is located directly across the alley from Commercial Coffee. The flames jumped across the alley, lighting the three buildings.

In order that Commercial Coffee lose not too much time in getting back into production, they purchased the building occupied by the Behring-Stahl Coffee Co., 2622 Pine Street. Inasmuch as the Behring-Stahl Coffee Co.'s lease had expired on this building, they were anxious to sell all of their machinery, which represented a complete coffee roasting plant and a spice grinding room. These layouts were purchased by Commercial Coffee. Extensive improvements are being made to equip the building to fit the needs of the new owner.

The Behring-Stahl Coffee Co. has moved to 1711 North Broadway, in St. Louis.

## Vancouver

By R. J. FRITH

■ ■ Joseph Ball, president and general manager of Blue Ribbon, Ltd., came over to Vancouver from his head offices in Winnipeg. While in Vancouver he conferred with the firm's

executives, who direct operations in their West Hastings Street plant. Mr. Ball, well known and liked in the trade, visited coffee roasters and tea packers on Water Street, where he has many friends.

■ ■ Byron Estey, son of Z. K. Estey, who is president and managing director of Dickson Importing Co., Ltd., Vancouver, sustained a serious and painful injury while attending a hockey game at the Kerrisdale Arena. Young Estey was in the front row and some hockey players had a scrimmage just the other side of the barrier. The stick of one of them was thrust into Byron Estey's eye. The injury was so bad the eye had to be removed. Young Estey is very well known, as, of course, is his father. Both Mr. Estey, senior, and his son, are well liked in the tea and coffee business.

■ ■ Kelly, Douglas & Co., Ltd., wholesale tea, coffee, spice and extract firm, operating throughout Canada, and with head offices in Vancouver, this year held their annual Nabob Products division's sales meeting in Calgary. It was very successful. All branch managers from principal territorial divisions of the company attended, and the meeting was run through on schedule, so that everyone was back promptly at his desk, or in his territory.

■ ■ William Hughes, of Haas Bros., Inc., San Francisco, was visiting friends in the tea and coffee trade. He was in town towards the end of the record-breaking cold spell, which sent the thermometer down to zero, something new for Vancouver and possibly new for good San Francisco people, also.

■ ■ John Roddy, of E. A. Johnston & Co.'s San Francisco office, was renewing old friendships in our town a short while ago. His firm has sold a good few thousand bags of good coffee to Western Canadian roasters in recent years, and he likes to get around. His most recent visit was almost entirely a series of friendly calls.

■ ■ Harold King, of J. Aron & Co., San Francisco, stopped over in Vancouver, for a visit. He is very well known to the trade, up and down the coast. He had little to say about coffee, would not express an opinion on the course of prices, but, privately, wishes that coffee was not so high.

■ ■ Some coffee roasters experienced a little difficulty in the severe cold weather.

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## Chicago

By JOE ESLER

■ ■ H. H. Oberlin has been named general sales manager for Enterprise Aluminum Co. G. G. Sill continues as sales manager of premium lines and as advertising manager. He was in charge of the booth at the premium show and reported much interest from the trade.

■ ■ The National Restaurant Association film division is under the direction of A. M. MacFarlane, educational director. The association has more than twenty films available for use of the trade.

■ ■ The Chicago Coffee Club is having cocktails aboard the clubhouse of the Columbia Yacht Club prior to the annual ladies dinner dance May 9th.

■ ■ M. F. Hutcheson has been named treasurer of the western division of the A&P Tea Co.

■ ■ Harry Savage, vice president and sales manager of Stewart & Ashby Coffee Co., is in Florida for his spring vacation.

■ ■ H. R. and Robert Richheimer of the Richheimer Coffee Co. have joined the Chicago Coffee Club.

■ ■ Kerr S.S. Co., Inc. announces the removal of its offices to 208 S. La Salle St.

■ ■ At the Chicago International Fair in August, all visitors will be given the opportunity to taste mild Colombian coffee without charge.

■ ■ Don Wilson premium specialist for the tea and coffee trade, has joined the Thor Corp. in an executive capacity.

## Denver

By F. TUPPER SMITH

Mr. and Mrs. Floyd R. Pool, of the Spray Coffee & Spice Co., had an enjoyable motor trip to New Orleans and Mobile and points between. While in New Orleans they attended the coffee and cocktail party given by Mr. & Mrs. W. B. Burkenroad, Jr., and Mr. and Mrs. E. A. Lafaye, and they state it was a most enjoyable and outstanding party.

■ ■ Fred S. Hinkle, of the Benj. C. Betner Co., Devon, Pennsylvania, spent a few days in Denver with their broker, the Smith Bros. Brokerage Co.

■ ■ W. J. H. Doran, of the Doran

Coffee Roasting Co., is confined to the hospital. We all hope for his speedy recovery.

■ ■ Dave Courtney, of Ruffner, McDowell & Burch, Inc., Chicago, was in Denver recently in the interests of his firm.

## Seattle

■ ■ Robert A. Wood, head of the Wood Coffee Co., Inc., Tacoma, has been named regional vice president for the state of Washington by the Pacific Coast Coffee Association. He succeeds Royal A. Frew, of the Wason Bros. Co., Seattle, who held the post for the past three years.

Mr. Wood was installed as regional PCCA head at a luncheon meeting aboard the Moore-McCormack coffee ship, Mormacsun, at the East Waterway Dock, Seattle. In appreciation of the shipboard luncheon, the group presented inscribed coffee cups and saucers to Captain E. C. Gluck, master of the Mormacsun, C. J. Gravesen, Moore-McCormack district manager, and F. W. Bury, traffic manager.

Jumbo size, each cup and saucer had inscribed on it the name of the Moore-McCormack representative and this line: "Presented by the Washington branch of the Pacific Coast Coffee Association in appreciation of a memorable day aboard the S.S. Mormacsun."

On hand for the event were: George E. Riley, American Can Co.; Allen Rotman, Wason Bros. Co.; Carl D. Lincoln, Van Sant & Lincoln, Inc.; Jack Wood, Wood Coffee Co., Inc.; John Vaux, Crescent Manufacturing Co.; J. A. May, Wason Bros. Co.; Rex Smith, Crescent Manufacturing Co.; H. M. Brock, Tacoma Grocery Co.; Kent E. Ratchiffe, Jordan Co.; Captain A. A. Peters, retired; Captain E. Gluck, master of the Mormacsun; Robert S. Lee, Thomas M. Royal & Co.; G. L. McKenney, Davies Coffee Co., C. J. Gravesen, Moore-McCormack Lines, Inc.; Charles Behre, Charles Behre Co.; David Davies, Davies Coffee Co.; Royal A. Frew, Wason Bros. Co.;

Stanley Brand, L. L. Raymer Co.; Bud Kennedy, Frederick Beebe & Co.; Robert A. Wood, Wood Coffee Co., Inc.; T. F. Roe, National Grocery Co.; Marshall D. Weiss, also National Grocery Co.; Ted Welander, Benj. C. Betner Co.; F. W. Bury, Moore-McCormack Lines, Inc.

■ ■ Some local coffee men are featured in the 1950 convention issue of the Washington State Restaurant Association's magazine, **The News**. On the cover is a picture of Allen Rotman, vice president of the Wason Bros. Co., chairman of the convention exhibitors' committee. Inside the magazine is another picture, showing Mr. Rotman and Royal A. Frew at the Wason Bros. booth. The Commercial Importing Co., Inc., also had a booth at the show.

## Mexico

By DOUGLAS GRAHAME

■ ■ Mexico will endeavor to cash in on favorable current world market coffee conditions to increase her annual average coffee exports to 3,000,000 bags from the present 500,000. Juan Rebolledo Clement, recently appointed president of the National Coffee Commission, explained that the export goal will come from greater coffee production.

Mr. Clement said that President Miguel Aleman has ordered the grantings of full facilities for planters to increase their cultivation areas and use more and better fertilizers and seeds, as well as modern machinery. The government, the Commission chief revealed, is arranging a credit plan for coffee planters, as it considers ample financing the key to the success of the improved cultivation and higher exports program.

The Commission is planning to hold, in Mexico City, the first national convention of coffee planters. Mr. Clement explained that the prime purpose of this convention is to organize the National Coffee Planters Association, which is necessary for the advancement of the commission's work. Association members will be free to export on their own and to obtain their own credits, as the commission is only a controlling agency in the matter of credits.

(Continued on page 78)

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## Southern California By ANDREW MOSELEY

■ ■ One of the largest advertising campaigns ever released by Manning's Coffee was recently announced by Andrew Glover, in charge of the company's operations. Emphasis is placed on the fact that Manning's Coffee being featured in vacuum tins with the same quality that consumers have come to know in Manning's coffee cafes throughout the territory.

Brown-Bell, brokerage company handling sales in Southern California, bring out again that the Fair Trade policy has proven most constructive, particularly considering extreme conditions due to continuous price advances.

■ ■ Fred Triest, formerly of Haas Baruch, has become associated as a full partner with the J. R. Lazarus Co., and this firm of food brokers will be known as the Lazarus-Triest Co.

■ ■ Well-known figures in the grocery trade are being sent special phonograph records introducing the new radio spot campaign for Borden's Instant Coffee. The spot being heard by the trade is a new type singing commercial which will probably clear through some 82 stations reaching over 20 million homes.

■ ■ Walter Emmerling, accompanied by Mrs. Emmerling, has recently returned from a business and pleasure trip to Honolulu. Walter recently observed his 35th year with the coffee industry.

■ ■ John Roddy spent a few days in Southern California, visiting the trade

during his return from a vacation in Death Valley.

■ ■ William M. Williams, chairman of the board of the B. F. Gump Co., Chicago, was a recent visitor in Southern California. Mr. Williams is probably his own company's best salesman, certainly in the matter of describing and praising their new quarters.

■ ■ Weldon Emigh and Lee Cavasso, of the Weldon Emigh Co., were recent visitors in Los Angeles, calling on the trade.

■ ■ The Tea Council, representing the Tea Association and the Tea Bureau, gave a luncheon at the Town House, Los Angeles, attended by over 60 members and associate members of the tea trade. Fred Baxter, of the Tea Bureau conducted the meeting.

■ ■ A luncheon meeting of members of the southern division of the Pacific Coast Coffee Association, held at the Jonathan Club, saw a record turnout of members and a very interesting meeting. Regional Vice President Herb Knecht presided. Guest speakers were PCCA President W. A. Ehrhardt, and John Roddy. Over 25 members attended, and new members of the Southern California Club included Vic Cain, of the brokerage firm of W. J. Morton; Walter Chapman, of the E. B. Ackerman Co., and George W. Smith, Jr., and Fred Hartley, of Haas Baruch and Co. The members heard about the coming convention, to be held at Pebble Beach, May 15th, 16th, and 17th, and the usual full gathering from the south was assured.

■ ■ Vacuum coffee prices declined two cents on March 15th and was followed with another decline of two cents on April 10th. As of today, April 14th, vacuum packed coffee is selling off the shelves at around 77 cents. Bag coffee prices also declined two cents and nationally advertised brands are now selling at 65 cents. No change has been noted at present in prices to restaurants and the institutional trade. Looking back to February shelf prices, we find all leading brands were selling at 83 cents which shows a decline of six cents on the grocery shelves reflecting a truly small margin for the grocer. Leading roasters still insist that these declines do not really reflect any change in the green coffee market, but are for competitive reasons only and as a result of the tremendous consumer resistance to vacuum coffee at the 80 cent level.

■ ■ Thoughts of the Month: The Gillette Committee and the now famous "Who Gives a Damn" . . . Roasters' margins and Grocers' margins . . . Two ex-coffee men, and good ones, cruising in Bill White's plane over the "Farmer Estates" (Roy Farmer's fabulous new coffee plant now near completion) . . . the amazing trend downwards as against a firm green market . . . Allan Ehrhardt's excellent presentation at the recent southern California meeting of the Pacific Coast Coffee Association . . . the doubtful future of private label bag coffee . . . will there be resistance at a 75 cent vacuum level?

## San Francisco

(Continued from page 73)

to maintain his business during his absence, to say nothing of C. G. Cambren, retired, who claims to be the only office boy in San Francisco working without pay.

■ ■ Walter Granicher, of Leon Israel & Bros., Inc., quotes from an article in the New York World Telegram by Frederick C. Othman: "Leon Israel, Jr., said Brazilian coffee is cheaper in America than in Brazil. The Senator was so dumfounded he almost stuttered: 'Who is the poor sucker in Brazil who ships coffee to New York and sells it for less than he paid for it?'"

■ ■ San Francisco Tea Men and their wives were entertained at a cocktail party and buffet dinner given in their honor by Captain Mante and officials of the Transpacific Transportation Co. aboard Java Pacific Line's SS "Radja" last month.

The "Radja," a modern C-4 vessel already familiar to the tea and coffee trades, arrived on the Pacific Coast on March 18th with a record load of nearly 12,000 chests of tea from Calcutta and Colombo.

## Mexico

(Continued from page 77)

Mexico is more favored than are some other coffee countries in having much virgin land suitable for coffee cultivation, Clement said.



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## The spice year

(Continued from page 66)

ground, history and everything to do with spices. We have never read any article which so creates a warm feeling for spices. Holiday magazine has had our cooperation during the months of preparation, but even we are surprised and delighted with this little masterpiece.

### Max Waxes Eloquent

In Coffee and Tea Industries (The Spice Mill) there is a two page article by Max Van Norden describing our new publicity campaign under the heading "Spice-of-Month Plan Goes Regional." He tells of the new twist in the Spice-of-the-Month Campaign, which takes up the different spices by regions where the taste of the population is influenced by their ancestral traditions, as, for instance, G'schnetzlets around Milwaukee, Creole cookery in New Orleans, or Onthijtkoek in Holland, Michigan. But read for yourselves.

### Cooperation

The Nederlands Bureau Voor De Uitvoer Van Granen, Zaden En Peulvruchten, in collaboration with the Vereniging Van Nederlandsche Exporteurs Van Granen, Zaden En Peulvruchten, has just sent their annual contribution, which they have upped to \$5,000, this year. This money is to be used for the publication of propaganda for Dutch poppy and caraway seed, as before.

### Here Is Why

In response to several requests, we repeat below the more obvious reasons for new members to join our Association.

1. Some 70 to 80 percent of the spice merchants in the U.S.A. belong to our association.
2. If you are actively engaged in dealings in these commodities in any capacity, by joining you will secure the protection of our standard contract forms, which are used by almost every spice merchant in this country and by many exporters in foreign lands.
3. You would secure the benefits of the knowledge of our research program, which is becoming more and more vital to the spice business.
4. Whether you are a spice merchant or supply material to spice merchants, you are already receiving the benefit of our public relations campaign. In case you are unfamiliar with this project, open any newspaper to the food column and there, the chances are, you will find a recipe in which spices will be freely mentioned. Again the chances are that we wrote it or collaborated on it.
5. Lastly, whether you are an active or an associate member, you are brought into contact with any or all of our members through membership lists, committee meetings and, best of all, our annual convention, which is attended by a large proportion of our active members.

### At Long Last

The Spice Manual & Directory, also ironically called the 1949 Yearbook, has been mailed out. The most picturesque of the new features are the maps on the front and back fly leaf, showing the spices produced in all countries of the world, and the graph showing the course of the pepper price since 1890 up until it burst through the \$1.00 roof in August, 1949.

### Meat

Meat, the monthly operating and management magazine for meat packers writes us: "We received information indicating that spice imports to the United States since the war have ranged between 104 million to 105 million pounds an-

nually and currently imports are running 110 million pounds annually.

"Our sources indicate the following breakdown of sales by classification: Bulk spice sold at retail—8 percent; packaged whole and ground spice sold at retail—35 percent; bulk sales to preservers, bakers, picklers, ice cream manufacturers, druggists, etc.—28 percent; bulk spices sold to the meat packing industry—29 percent."

### It's Shawnee!

The committee appointed to choose a convention site finally settled on the Shawnee Inn, Shawnee-on-Delaware, Pennsylvania, located about two hours from New York on the Delaware river some four miles from the Delaware Water Gap.

### Season for Divorce

United Press, Stanton, Ohio, October 21, 1949: "Charging that his wife, Jessie, filled his bed with salt, black pepper and red pepper, Morgan Arnold today asked Common Pleas Court for a divorce."

(Ed. Note: Definitely a new and exciting use for spices.)

### Beam spice story

(Continued from page 61)

only came, but they enjoyed the party, and, of course, told their readers about it. Now others are following the pattern we established.

We are going to try variations on the annual spice luncheon, in June, among the biggest of which is—no speeches! The luncheon will be based on our Regional Cooking program, and will present the "skimmed cream" of regional recipes.

"The A.B.C. of Spice Cookery" is, in itself, a major accomplishment for 1950. It is a beautiful, practical cookbook, crammed full of good spice information and recipes. We also have plans in the works for a new and better "Manual of Spices."

Last year we tried our first sampling program, sending a different spice each month to 100 food editors, home economists and test kitchens. This year the list has been expanded to 250. The results of this simple idea have been excellent. We have put spices on the shelves of important people, who are using them to develop recipes and formulas which eventually find their way into commercial use or into the homemaker's kitchen.

This year's Committee to Increase the Use of Spices is perhaps the best in the history of the American Spice Trade Association. The meetings of this committee are vital and alive, and ideas are brought up, discussed and, where possible, put into immediate action.

The spice trade may be old in years, but it certainly is young and aggressive in spirit. We are not resting upon our century-old laurels, but are attempting to make spices fulfill the important role that they can and will fill in making foods palatable and life just a little more enjoyable.

### Purity Spice to move plant to Brooklyn

Purity Spice and Seed Mills will move to new and larger quarters in Brooklyn, N. Y., in June—but they'll still be on Water Street.

This firm's address in Manhattan has been 281 Water Street. The new Brooklyn quarters, which will put Purity in a better position to serve the trade, are located at 255 Water Street.

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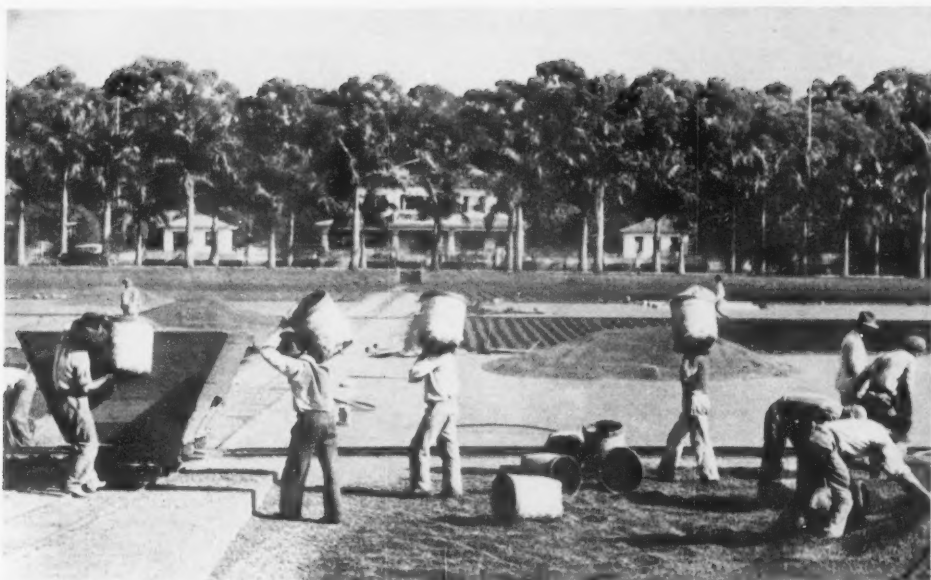
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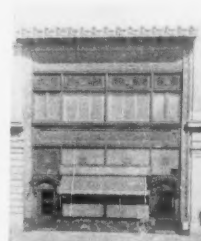
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